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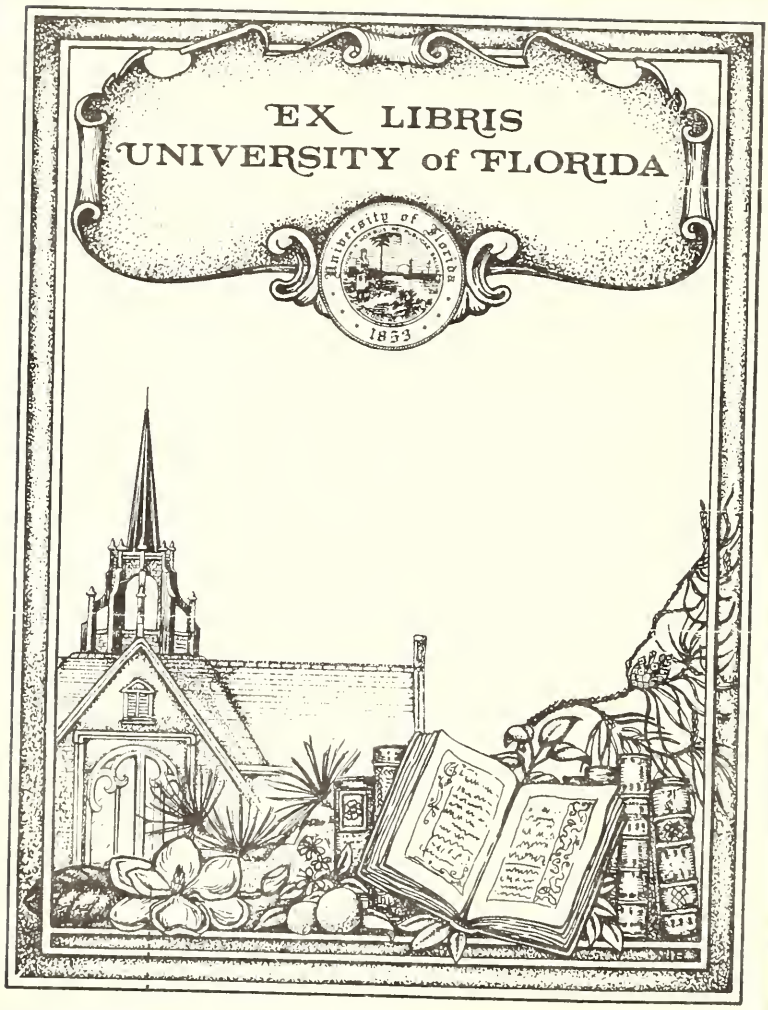
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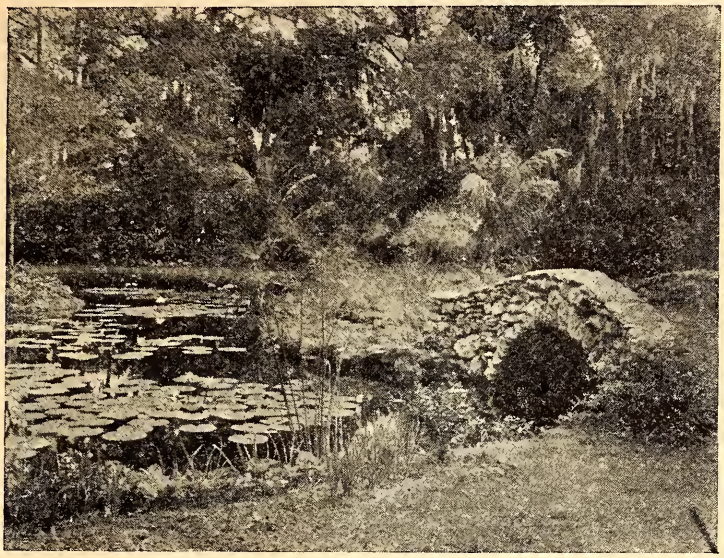

How to Get the Most out of FLORIDA

Visit the McKee Jungle Gardens just south of Vero Beach on U. S. Highway No. 1. Eighty acres of natural jungle.

An amazing array of exotic tropical beauty combined with hundreds of rare and unusual plants from Asia, Borneo, Africa and all parts of the tropical world.

See growing here: Your morning coffe, air plants living in the air-on air, vanilla for your cakes, incense plants for the parlor, trees from which your rubber tires are made, beautiful water lilies and many more strange sights.

The hour spent here is the one you will remember!

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Theodore Dehon & Son

Beautiful Waterfront Properties

STUART, FLORIDA

FOURTH EDITION

GAME FISHES

OF

MARTIN COUNTY FLORIDA

By ERNEST LYONS

THE FINE, clean sport of angling, whether it be for big-mouth black bass in our fresh water streams and lakes, or for sailfish, tarpon and the countless other denizens of our salt waters, can be enjoyed to its utmost in Martin county.

The unspoiled waters within easy reach of Stuart have variety and abundance of game fish, and are bordered by scenery which makes any outing a delightful pleasure trip, whether or not the fish bite.

To better acquaint the visiting angler with what we have to offer in the sport of fishing, this free booklet has been compiled.

For any scientific facts, the compilers are indebted to Jordan's "Book of Fishes." The information on local habitat and methods of catching both salt and fresh water fish has been mainly supplied by natives and fishermen of long standing in the community. It is yours for the asking.

Those responsible for this guide sincerely hope that the wind will blow from the south and the big ones will feel like biting when you fish our waters.

A number of the illustrations in this book are reprinted from The Enterprise Mfg. Co. Pfleuger Catalog No. 155 by permission, copyright 1934. The Enterprise Mfg. Co., Akron, O., U. S. A.

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I Want to Know—

Without any cost or obligation on my part I would like to know more about Stuart. I am placing a check mark after each desired item of information listed below.

LIVING COSTS

Hotel with meals and private bath for two, per week ( ), per month ( ). Without private bath, per week ( ), per month ( ).

Housekeeping apartments—accommodation 2 to 4 and including bed and table linen, silverware, dishes and kitchen utensils, per week ( ) per month ( ).

Bungalows, small of ( ) rooms, state number of rooms required ( ) including bed and table linen, silverware, dishes and kitchen utensils per season, up to eight months ( ) Maid per month ( ).

Rooms ONLY—Single per week ( ) per month ( ).

Double per week ( ) per month ( ).

Three good meals per day per person ( ).

FISHING COSTS

Power boats with captain—including tackle and bait, per day ( ) per week ( ) per month ( ).

Power boats without captain, per day ( ) per week ( ) per month ( ).

Row boats per day ( ) per week ( ) per month.

BEST FISHING SEASONS

Deep sea ( ). River and inlet—salt water ( ) fresh water—lake and stream ( ).

COST OF REACHING STUART

By rail ( ). By rail and boat ( ). By motor and boat—car on boat ( ). By boat.

COST OF OTHER RECREATIONS

Country Club—golf, tennis, etc., per week ( ) month ( ) season ( ). Yacht club per week ( ) per month ( ) per season( ).

Tennis, croquet, horseshoes and shuffleboard courts are free of charge.

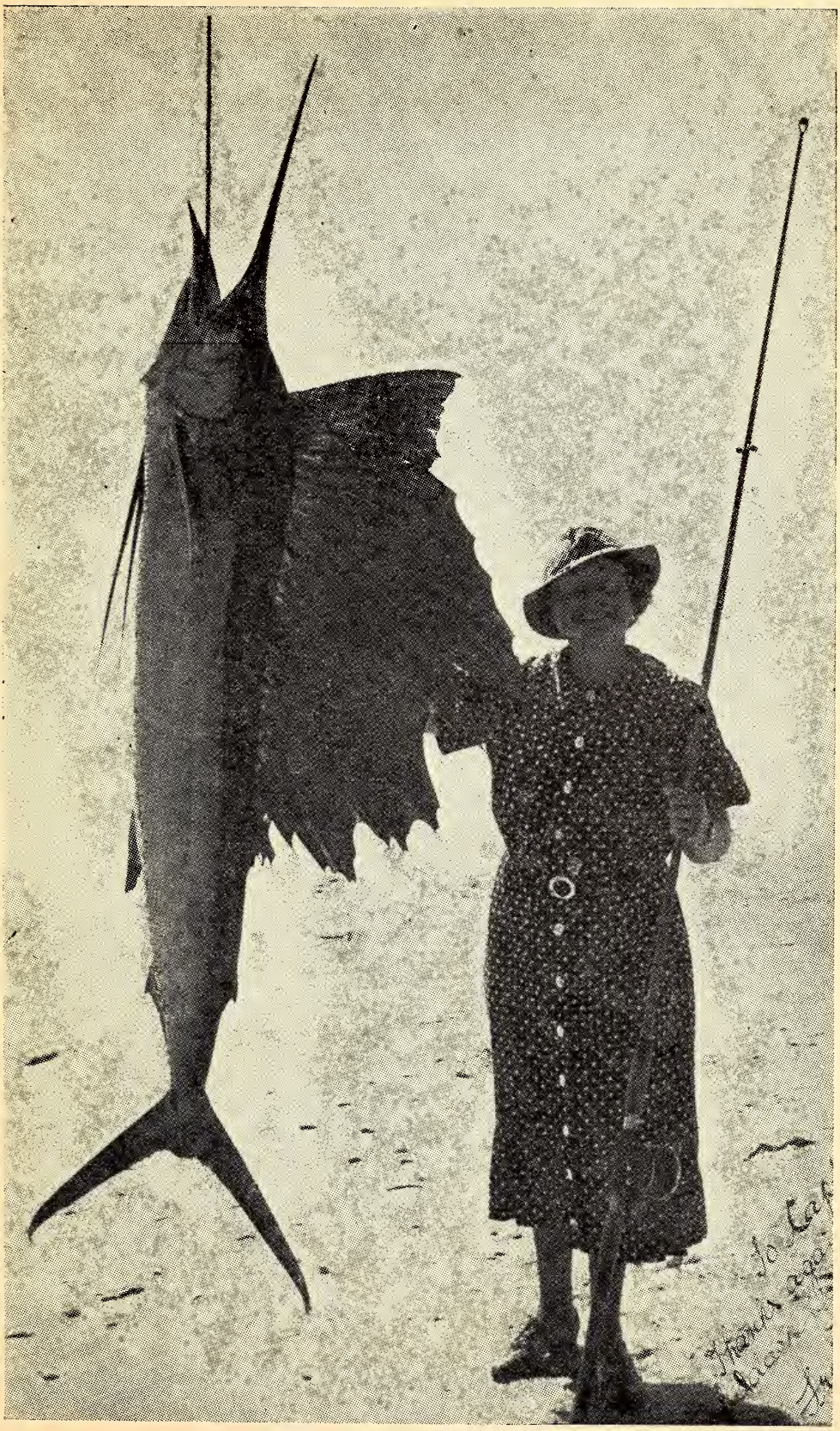
NOTE—There are miles of white ocean beach; there is ocean and still salt water bathing; sailing on the rivers and bays that will take you days to cover; most beautiful semi-tropical country to motor through; movies and dancing. Racing is less than an hour away.

It is not unusual for whole families to come to Stuart for the 6 to 8 month season. Schools are excellent. There are six churches. Local women's and men's clubs always extend a warm welcome to visitors who wish to join with them. The school year is September through May.

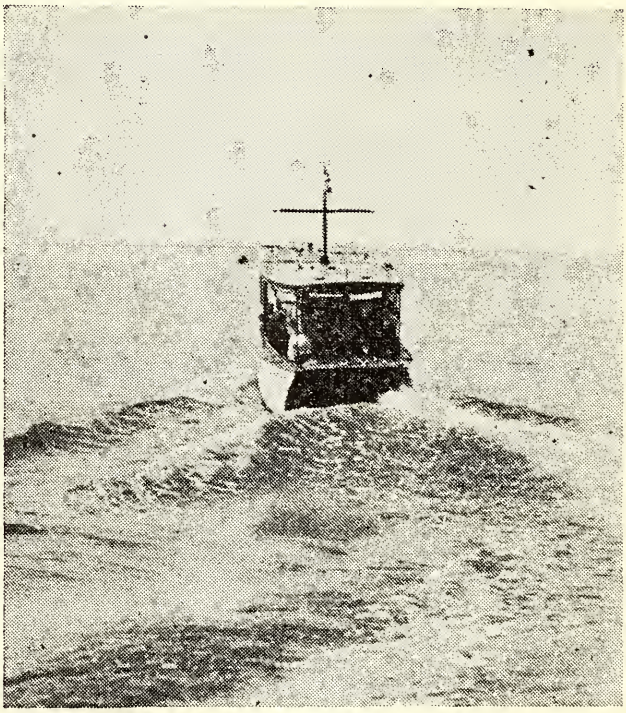
All you need do to secure this information—without any further obligation on your part—is tear off this page along the perforated line, sign and mail to H. B. Kraft, Secretary of Martin County Chamber of Commerce.

Name _____

Address _____



Go to Experts For Fishing Advice



You wouldn't ask a plumber to repair your watch, or tell you where, how or when to fish. Every member of our staff is an experienced fisherman.

If you are headed for the blue Gulf Stream where the porpoises roll and the flying fish play—Ricou has the tackle you need. . . . If, instead, you are going up the South Fork after Black Bass, or intend to troll the St. Lucie for Tarpon—call on Ricou for the tackle to fit your need.

RICOU
HARDWARE CO.

WHERE FISHING BEGINS

"Most Economical Place to Fish in Florida"

Says Fred Fletcher
Rod & Gun Editor of The New York Daily News

WHEN the fishing editor of a New York newspaper with a circulation of 1,575,000 thinks enough of Stuart fishing to praise it to the skies, it must be good. The following article from the pen of Fred Fletcher appeared in his sport column in the New York Daily News on January 25, 1936:

"Much has been written about the moderate expense of a Florida fishing vacation, but in the final analysis, when the trip takes in the well-established resorts with their boat charter prices and accommodation costs, the small-salaried angler finds the trip a heavy financial burden.

"On my recent Southern jaunt, covering more than a thousand miles in Florida I deliberately searched for some such fishing spot, where the strain on the angler's purse would be light.

"I think I found it at Stuart, Fla., about 110 miles north of Miami, on the East Coast.

"Besides inexpensive accommodations, no other place seemed to offer so many fishing opportunities at such small cost.

"Furnished apartments ran from $15 to $35 per month in more than ten places. Hotel rates were proportionately reasonable.

"Stuart is but a short distance from St. Lucie Inlet, where a generous variety of all semi-tropical species are to be caught. In addition, it is probably the northern-most point in the state where sailfish may be caught. Sailfish charter parties were accommodated at from $8 to $20, though a thin purse doesn't allow for many sailfishing parties, even at that rate.

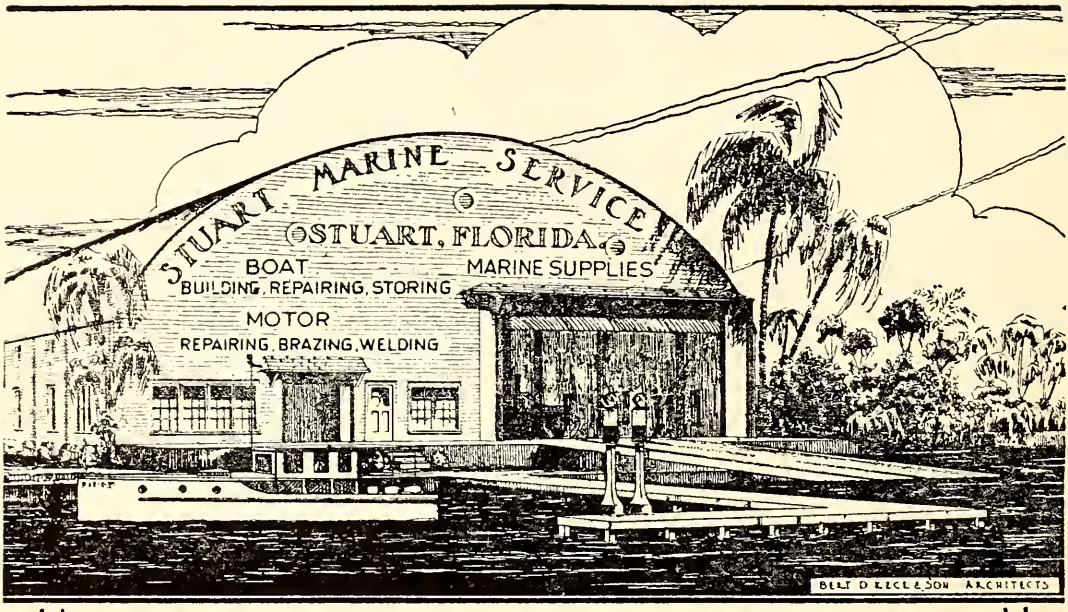
"But there's surf and rowboat fishing, as well as fresh water angling.

"The surf angler can fish anywhere at St. Lucie Inlet, or along the beach both north and south of the Inlet. The rowboater can fish in the Inlet, or inside for tarpon, spotted trout—which resemble weakfish—and weigh up to 12 pounds; channel bass up to 15 pounds, bluefish, mackerel, snook and ladyfish. Most of this fishing is done via plug casting for the maximum in sport.

"There are many bridges in the vicinity where plug casters can go into action, or one can still fish and catch any of these varieties.

"Martin county, in which Stuart is situated, is well known for its large mouth black bass streams, deep lakes and reedy Savannas.

"Among the bass spots are Jensen Savanna; the south fork of the St. Lucie river; the north fork of the same stream; Mile Lake, the Gomez Lakes, and the Allapatta Flats of the Everglades. These are all readily accessible from Stuart."



Let . . .

YACHTING

Be One of the Pleasures of Your Vacation in STUART

A friendly welcome awaits you at our plant. Fresh Water, Dockage, Showers and Mail Port. Two marine railways capable of handling boats up to 75-feet. Information on local channels. We have a full staff of competent mechanics, and carry a complete line of marine supplies.

Rowboats and outboards for hire by hour, day or week.

STUART MARINE SERVICE

bridge 6 miles west of Stuart on Gaines highway, the road to Indiantown.

North Fork of the St. Lucie: home of the otter and the alligator, this beautiful Florida stream winds for over 20 miles through virgin wilderness. Branching into it one mile north of Stuart on the west shore is Bessey Creek, ideal black bass water. Blakeslee Creek and Winters Creek, entering the main stream on the west through a common mouth seven miles north, always offer great sport to fishermen. Little Cane Slough Canal, eight miles upriver, drains the virgin waters of the Allapatta Flats, and is full of bass. The waters of the main river above the canal prove productive to the bass caster, with surprises in the form of salt water fish such as snook (robalo), mangrove snapper and small tarpon.

Mile Lake: A deep reedy lake about one-half mile west of the North Fork shore. Take launch or outboard motorboat to Gilson's Slide Rule factory where directions will be given for reaching the lake. Best fished by packing in a collapsible boat or canoe.

Martin Highway: Drive to Palm City, then follow the paved highway straight west about four miles until you reach a sharp turn to the left. Don't take it—go straight on until the sand road begins traveling through deep sloughs, the Allapatta Flats of the Everglades.

On both sides of the road you will find deep drainage canals that connect with far-reaching savannas. Despite their narrow width, you will find these waters well-supplied with fish.

Gomez Lakes: Drive to Hobe Sound and inquire at Bill's Garage on the highway where information will be furnished. Ask at next crossroads about finding Kitching Creek and headwaters of the Loxahatchee.

License may be secured from R. L. Wall, jr., state conservation officer at Stuart, or from the office of the county judge.

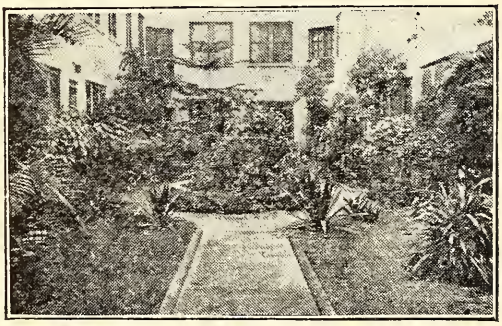
Best methods: casting with surface plugs, or if the sky is overcast and the fish refuse to hit on the surface try underwater pork-rind lures or other underwater baits with or without pork-rind. The fly fisherman will find bass bugs effective. Pork rind taken from a piece of fat salt pork and cut in the shape of a frog, weedless spoons and bucktails are killers. Live minnows, live frogs and crawfish many times work wonders. When casting for Florida black bass with surface plugs always reel in slowly and allow the bait to halt frequently. Remember that you are attempting to make the plug imitate a wounded minnow trying to escape its natural enemy.

Bake and serve with your favorite sauce or dressing. Delicious broiled. Crisp and tender fried.

Atlantic Court Apartments

STUART, FLORIDA

YOUR WINTER HOME



A BEAUTIFUL PATIO

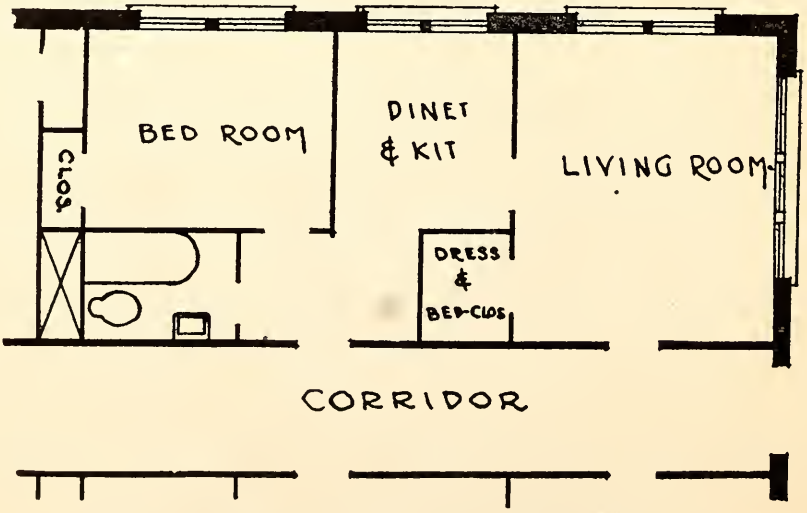
Roof Garden and Solarium are available for the pleasure of our guests. You could not ask for a better place to live.

Rendezvous of Stuart's Winter Guests. Here you will find everything that the larger resort cities have to offer, at a rate that will let you extend your Florida vacation by many weeks.

Mingle with congenial people, "settle the affairs of the nation," or tell about the big ones that got away.

On a beautiful boulevard, in easy walking distance of parks and amusements. Modern, comfortable and completely furnished. All apartments with outside exposure.

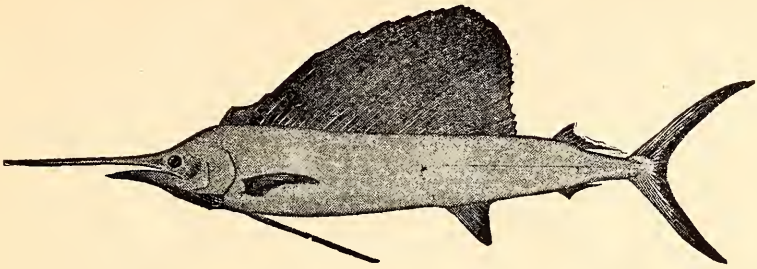
FLOOR PLAN OF MODEL APARTMENT



ATLANTIC COURT APARTMENTS

WRITE MR. AND MRS. J. A. AIGLER FOR RESERVATIONS

Sailfish



ARISTOCRAT of sport fishes is the sailfish, found nowhere off the Florida coast so abundantly as in the blue Gulf Stream off St. Lucie inlet and in ocean waters between the Stream and the coast.

So game that he fights his heart out before being landed, this small member of the swordfish family annually gives hours of strenuous sport to hundreds of winter visitors. The former George Emener of Stuart and New York won the Spaulding Sailfish Trophy for 1932 with an 8 foot, 7 inch sailfish off St. Lucie Inlet.

Procedure: contact one of the many guides available at Stuart, Port Sewall or Salerno. On a comfortable, seaworthy cruiser you will go over Gilbert's Bar to the ocean waters, the home of the sailfish, the dolphin, the bonito and the king mackerel.

Your guide is your guardian. He will furnish deep sea tackle, prepare a cut-bait lure, and sometimes rig and put in air a silk kite that will cause the bait to skip over the surface of the ocean like a wounded flying fish. Heed his warning to release at least 40 feet of line when you feel the tap-tap of a sailfish bill, allowing the spool to run free while you slowly count to ten. Then strike.

The sailfish does not take the bait at once, but attempts to stun it with his beak, and unless you let the bait fall back, as if stunned and helpless, it will not be seized.

Once hooked, your sailfish will leap in air, skid on its tail, and perform unbelievable marine gymnastics. Once landed, its beautiful sail will go limp, its colors will fade, and it will be just a dead fish. So, unless it is your first sailfish, or a prize which you wish to have mounted, release it to live the good life and furnish sport for others.

While fishing for sailfish, you will connect with Barracuda, Bonito, King Mackerel, Amberjack, Dolphin, sometimes, regretfully, Shark, on occasion Tuna, and once in a blue moon, a Marlin Swordfish. The Gulf Stream is also the home of the Wahoo, so like a

FISHING PARTIES

Deep Sea or Inside Fishing

CAPT. CHAS. McLANE
STUART, FLA.

Charter Boat—"Susan Ann."
Call Telephone Office
Write for Reservations

3 Top Prizes in Sailfish!

1st Prize—Jan. 5, Don D. Tullis, Cleveland, O., 8 ft., 1 inch.
2nd Prize—March 4, A. Y. Clark, Cleveland, O., 7 feet, 7 inches.
1st Prize (Women's Division)—March 3, Mrs. Percy Draper, Boston, Mass., 7 feet, 1 inch.
1st Prize—Amberjack, 51 lbs., John U. Burt, N. Y., Feb. 20.
1st Prize—Dolphin, 14 lbs., Mrs. R. G. Miller, Cleveland, O., March 4.
1st Prize—Kingfish, 15 lbs., Dr. Elvin Kilheffer, Port Sewall, Fla.

All landed from our cruisers during the 1936 fishing season. Don't go sport fishing before first seeing our boats and tackle. Rates $8 to $20 for entire party.

Toley's BOAT YARD

Salerno Telephone 47-J

The fine fishing cruiser "FLORIDA"

Capt. H. C. Bradford

Inside or Outside

FISHING PARTIES

Boat 35-feet long, 11 feet beam, all conveniences.

INQUIRE AT THE CHAMBER OF COMMERCE

King Mackerel that the amateur very often cannot tell the difference, except for larger size.

You will see if you are fortunate, all of these, sometimes just a few of them:

Giant Loggerhead Turtles weighing 300 to 400 pounds each. Graceful Porpoises cruising and blowing in schools like groups of tiny whales ahead of, behind, and sometimes so close beside your boat that you can touch them with an oar. Poems in grace and speed.

Huge Manta rays, or devilfish, seabats sometimes measuring over 20 feet from wing-tip to wing tip—and sometimes leaping in air to hit the sea again with a thunderous clap. And lesser Spotted Rays.

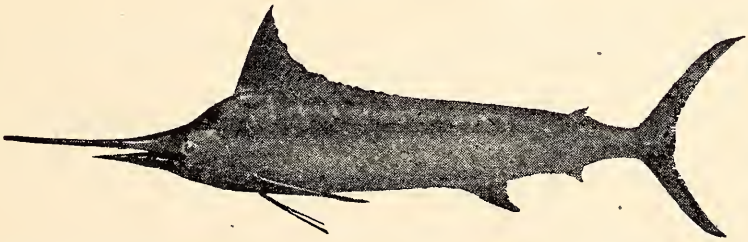
Sharks, the pirates of the sea, of such size that the body of a 6 or 7 foot sailfish is but a mouthful for some. More than one angler has reeled in just the head of a sailfish after such an attack.

And graceful Flying Fish, like flocks of tiny birds as the schools shower into air and fly from the fierce fish that prey on them.

The sailfish is excellent for food. Broil, fry or bake laterally-cut steaks. Also makes good chowder or salad base. Delicious smoked.

Don Tullis, of the Hotel Statler, Cleveland, O., won first prize in the 1936 Stuart fishing contest, sailfish division, with a sailfish measuring 8 feet, 1 inch, landed on January 5. First prize in the woman's division was won by Mrs. Percy Draper of Melbourne with a 7-foot, 1-inch fish.

Marlin Swordfish



MARLIN SWORDFISH are caught under the same conditions as sailfish, trolling with strip bait in and near the Gulf Stream. The marlin, however, usually strikes aggressively immediately after tapping the bait. The white marlin, smallest of the species, and most often caught off the Florida coast, ranges in weight from 75 to 150 pounds. The blue marlin frequents Bahamas waters, and ranges to great size, the record weighing 636 pounds.

ENJOY FISHING

AT ITS BEST IN
STUART WATERS

SPEEDY'S INN, facing the beautiful North Fork of the St. Lucie, is your recreation headquarters when visiting this section.

BOATS FOR RENT WITH OUTBOARD MOTORS, making it easy to reach the best fishing grounds.

RECREATION—DINE AND DANCE. A complete stock of liquors and wines.

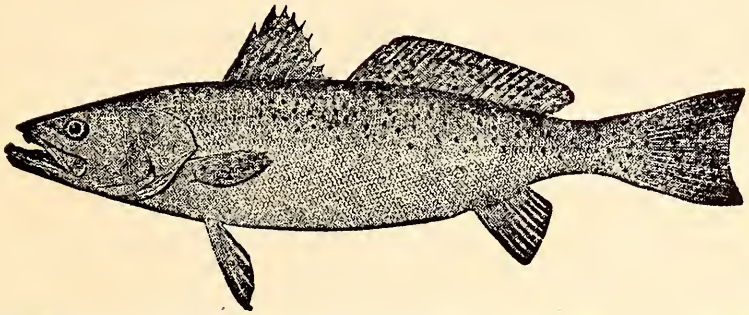
NEW AND MODERN TRAILER CAMP GROUND on Speedy's Point, right on the St. Lucie River.

20 MODERN ROOMS
—Write for Information—

SPEEDY'S INN

A. A. (BUCK) HENDRY, Proprietor
On Federal Highway No. 1 Entering Stuart

Sea Trout



NOWHERE in the world is there finer spotted sea trout or weakfish fishing than at St. Lucie inlet. These beautiful trout, ranging from a few pounds to over 15, strike at most any time of the year, but are rigorously protected from June 15 to July 15 during the spawning period.

In the picture on the left, Roy C. Whayne of Louisville, Ky., is standing beside a string of sea trout and bluefish caught by himself and G. Holland Beasley of Nashville, Tenn., at St. Lucie inlet on March 29, 1936. The pair caught six sea trout on light casting tackle, the total weight of the half dozen fish being 72 pounds.

Use the same light casting outfit that you bought for black bass fishing—light bamboo or steel casting rod, level winding reel—but change the silk line to linen for salt water use. The plug, preferably a lure that responds agilely to "whipping action," should be attached with swivel and an 8-inch wire leader.

Cast the waters of the bay extending from Sewall's Point to about one mile north, keeping within 100 yards or so of the east shore. Watch for fish striking on the surface as indicated by cascading schools of bait mullet.

Other methods: trolling with spoon, either silver or copper, or trolling with pork rind or cut bait. Sea trout are sometimes fished for with a long bamboo pole, the tip of which is used to thrash the water in simulation of frightened minnows.

Light casting outfits and surface or underwater plugs bring home the bacon. Clothespin or wiggle-diver plugs are effective.

Bake, fry or broil.

Stuart Hotel

Quiet, homelike headquarters for the Fisherman. Comfort a first consideration—all beds furnished with inner-spring mattresses

RATES: $1 PER DAY UP

WRITE FOR WEEKLY RATES

EVERYTHING

IN WEARING APPAREL AND DRY GOODS

Make this store your clothing headquarters when you visit Stuart. We carry a full line of MEN'S CLOTHING, WOMEN'S WEAR, and togs for your youngsters.

Quality at a fair price is the standard of our store.

Here you will find everything that you will need in the way of wearing apparel for your Florida vacation.

BEN F. ECKESS

STUART

THERE'S NOTHING FISHY ABOUT US

FRIGIDAIRE

Consult Us For Electrical Repairs

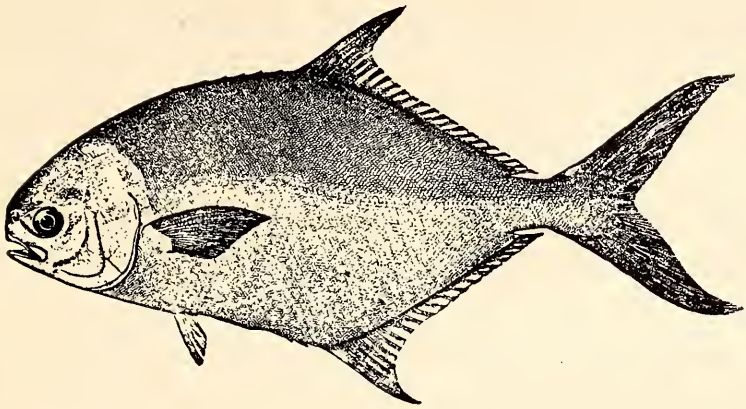
RENT OR BUY A PHILCO RADIO

Automobile and Marine Electric Service

Telephone 67

St. Lucie Electric Co.

Pompano



GOLDEN POMPANO, choice of the epicure, although more often caught in nets, is sometimes caught in the surf along Martin county beaches. The "pompano rig" differs from most in that although a sinker is used ahead of long wire leader, a small cork is often attached to the leader to keep the bait off the bottom.

Best bait: sandfleas, numerous in sea sand just where the surf breaks. Second best: cut shrimp or clams. Also effective: clothespin plugs or wiggle divers, live shrimp.

Best method: Cast out, then reel in slowly a few feet at a time, or less, allowing bait to rest a few seconds, then move shoreward again, rest again . . . Strike when you feel the nip. With weighted clothespin plugs, "whip" plug very slowly, allowing it to touch bottom frequently while being retrieved, as if it were a sandflea trying unsuccessfully to bury itself.

This fish rarely retails in its home markets for less than 50 cents per pound. Broiled pompano, in the opinion of the epicure, is "rations for a king."

The full flavor of the pompano can be best appreciated when the fish is delicately broiled. Because it contains richly flavored oils, the head should not be removed in cooking.

Permit

THE COMPILER of this guide is not familiar with the permit or African pompano, a large member of the crevalle family, greatly resembling its cousin the pompano. Other writers say that the permit averages from 6 to 8 pounds in weight, with a maximum of about 50 pounds. Its natural foods are crustacea and small minnows, and it is caught trolling with squids, spoons or strip bait. Food value fair.

THESE HEADLINES TELL THE STORY

NEWMAN CHEEK GETS 34-POUND SNOOK TROLLING

Angler Lands Huge Robalo In River Near Inlet

8 FOOT SAILFISH LANDED HERE BY LOUISVILLE MAN

Summer Fishing Is Fine Off St. Lucie Inlet; Dolphin Rampant

'SOCKER BLUES' RUNNING NOW IN INLET CHANNELS

And The Eelskin, Anglers, Is What They're Biting On

TOURIST ENTERS 10-POUND TROUT IN FISH TOURNEY

Anderson First To File In Jumbo Spotted Sea Trout Division

DELRAY VISITOR LANDS SAILFISH

Seven Footer Brought To Gaff By Visitor On "Sand Dab" Tuesday

PARTY 'TICKLED' WITH FISHING

Chicago Residents Enjoy Angling And Hospitality In Stuart

From the 1936 Files of The Stuart Daily News

King Mackerel

KING MACKEREL, or the great kingfish, sometimes called the cero, is a lightning streak of the ocean lanes abundant during the winter season off St. Lucie inlet.

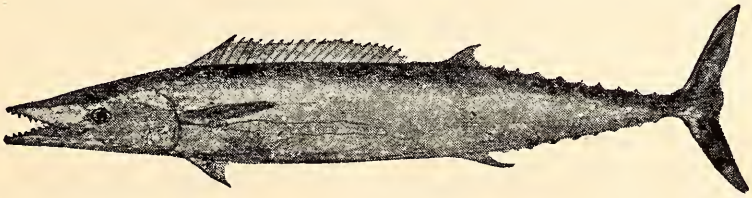
This big member of the mackerel family—the record caught on fishing tackle weighed 105 pounds—ranges in weight from 6 to nearly 50 pounds off this coast. Robert S. Cheek, winter resident from Nashville, caught a 48-pounder off Stuart during the winter of 1935.

Caught on cut mullet, cut bellies of king mackerel and other fish, trolled, or on spoons, lead squids, and feather jigs. Commercial fishermen often use a heart-shaped squid, trolled deep, for king mackerel.

"Kingfish steaks" are famous as a Florida delicacy. Good baked and served with tartare or tomato sauce.

C. M. Countryman of Rockford, Ill., won first prize in the 1936 contest in the king mackerel division with a 19-pounder.

Wahoo



MARKEDLY like the King Mackerel, the wahoo so strikingly resembles that fish that the two are often confused. It is caught with similar lures, and is quite abundant on both west and east coasts of Florida. Of fair food value.

If you want to see a fine specimen of the wahoo, visit the office of H. B. Kraft, Stuart Chamber of Commerce, where the wall is graced with a beautiful mounted fish.

The wahoo is one of the swiftest fish that swims the seas, and can strip the line from your reel in a few seconds. Range in weight from 10 to 60 pounds.

PITCHFORD CAMP

JENSEN, FLORIDA

ON STATE HIGHWAY NO. 140
15 MILES SOUTH OF FORT PIERCE
5 MILES NORTH OF STUART

CABINS

APARTMENTS AND TRAILER SPACE

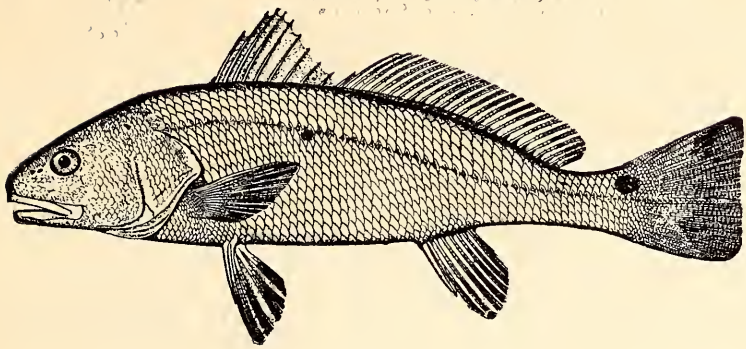
TENNIS — HORSESHOE COURTS
SHUFFLEBOARD — HOT SHOWERS
PURE SOFT SPRING WATER

Just across the road to the Indian River fishing grounds.

Just across the Indian River bridge to the Ocean.

FISHING — BOATING

Channel Bass



CHANNEL BASS or red fish are frequenters of deep salt water channels. Found at St. Lucie Inlet in the channel bordering the north inlet point, in the deep channel near the mouth of Manatee Pocket at Rocky Point, and along the east shore of the St. Lucie from Sewall's Point to Bay Tree Lodge.

The best advice to the bait-caster "on the hunt" for this strong-hearted, stubborn fighter is to cast the deep water edge of riffles. Sail the plug on up into the shallows, then bring it out over the riffle and deep water. The channel bass is often cruising up and down just off the edge of the sandbar. Watch your tides. A favorable spot on the incoming tide may be no good at all when the water starts out, or vice-versa.

Channel bass in local waters range from 4 to 15 pounds, although much larger fish are infrequently caught. Distinguished by large, brassy scales and a large spot, sometimes two, near the tail.

Best method: trolling deep with a spoon kept near bottom by a sinker ahead of the leader. Boat should move very slowly. These fish will also strike a plug, and many are caught by casters from Jensen bridge each winter. Channel bass will also take live shrimp or mullet, and cut bait while still fishing.

The channel bass is commonly called redfish in many parts of Florida, due to its copperish tinge. This coloration is more marked in some individuals than in others.

The largest channel bass on record caught with rod and reel weighed 74 pounds. O Hill, Pennsylvania winter visitor, won first prize in Stuart's 1936 fishing contest in the channel bass division with a fish weighing 9 pounds, 14 ounces.

A good food fish, best baked. Makes wonderful chowder.

Edgewater Apartments

STUART, FLORIDA

On the banks of the St. Lucie River in Stuart, Florida, your winter home awaits you at the Edgewater Apartments, one of the most delightful spots in Florida. Complete to the last convenience and accessory, linens, china, silver, cooking utensils, and hot and cold water.

WRITE FOR PARTICULARS AND RATES

BLACK BASS FISHING

Competent Guide with many years experience.

Boats on South Fork

JOHN HOFFMAN

Stuart, Fla.

ANDERSON'S

BARBER SHOP and BEAUTY PARLOR

A friendly reception for the visitor

Osceola Ave — Stuart

TACKLE TO FIT FLORIDA FISHING AT PRICES TO FIT YOUR PURSE

STUART PAINT CO.

Post Office Arcade Building

Marine Paints

BONDS and GENERAL INSURANCE

A. T. Hogarth

Post Office Arcade

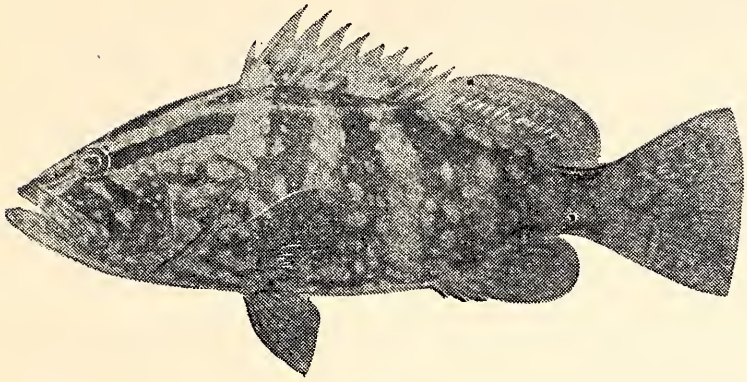
HEADQUARTERS FOR FISHING CLOTHES

Khaki and duck pants, sun hats, tennis shoes — clothes for the out doors for men and women.

GREENE'S DRY GOODS CO.

Stuart, Florda

Grouper



HIS HOME is in the recesses of the coral reefs where he lurks in shady rock caverns among the sea plumes and sponges. The grouper is a true fish of the rocks, and is found most often in local waters on the reef at St. Lucie inlet, sometimes in inside waters, and often on the snapper banks offshore.

Bulldogs for tenacity, large grouper, hooked over reefs or in rocky bottom, require heavy tackle to check downward rushes which might otherwise result in broken lines if the fish reaches the rocks.

Small grouper are often caught by the bait caster while "plugging" inside waters. They strike the plug with a savage rush and immediately sound.

The grouper is one of the most plentiful of tropical reef fish, and several varieties exist. It is difficult for the novice to distinguish between these variations of the species: gag, black grouper, red grouper, spotted grouper, rock grouper, and Nassau grouper, the fish illustrated at the top of this page.

Cut bait or small live bait such as small grunts are most frequently used by the grouper fisherman, although the fish are often taken with strip cut bait and various artificial lures while trolling. It is sometimes expedient to place a weight ahead of the leader while trolling so that the bait will pass closely over the rocks.

The average weight of the grouper is from 5 to 10 pounds, although 20 and 30 pounders are aften caught, and the fish sometimes gain great size, the record being well over 100 pounds. The rock hinds are an allied species, and the giant jewfish is a related species.

A good food fish, excellent boiled and served with cream sauce. A fine chowder base.

Knapp Inn and Guest House

On Federal Highway

Dixie and Second St., Stuart

Comfortable rooms in home-like atmosphere at reasonable prices. Write Mrs. R. H. Knapp for information.

Sport Fishing Trips Arranged by Capt. R. H. Knapp

Beyer's CAFETERIA

HOME COOKING

Rooms in Connection

Write Mrs. L. M. Beyers, Stuart, for rates and reservations

AS ONE FISHERMAN TO ANOTHER

I welcome the prospective fishing visitor to Martin county. May the big ones strike your lure.

A. C. COURSON

County Tax Assessor

HOLLERAN APARTMENTS

Three-room suites, nicely furnished, with bedroom, living room and bath. We advise writing early for reservations.

CLEVELAND LODGE

Clean, comfortable rooms for the fisherman, each with running water. Write for special weekly and monthly rates.

J. R. HOLLERAN

CROMER'S MARKET

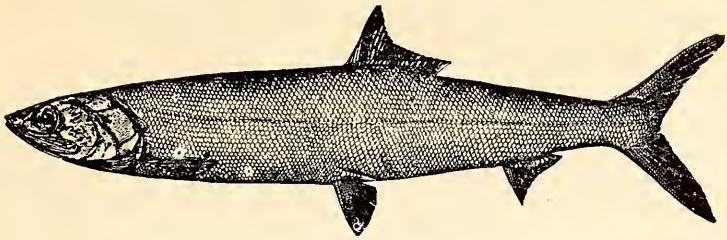
Fancy Groceries, Western Meats, Crisp Vegetables.
Delivery Service
Phone 56

J. R. POMEROY

Clerk of the County Court

Extends a hearty welcome to the visiting fisherman.

Ladyfish



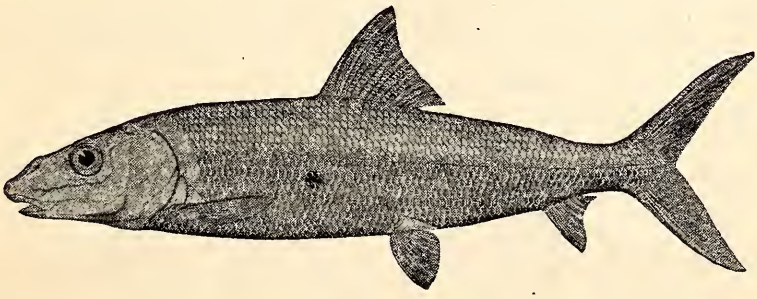
LIVING DYNAMITE is the ladyfish, a piscatorial explosion, a streak of greased lightning encased in silvery scales.

Let a lady fish grow, speed and strength for size, as large as a tarpon, and no tackle on earth could hold one. For here is truly the sportiest of all small fishes, glorified by those who recognize a fighting heart, scorned by those who fish for food alone.

But remember this, the ladyfish is a small fish, averaging two pounds or less and rarely exceeding five. So to experience the real joy of an encounter with this marvellous fighter, the angler must use the lightest of tackle, a fly rod being preferable, and the lightest of bait casting rods the next best choice.

Will strike cork-bodied bass bugs, pork rind and spinner, plugs or spoons. A voracious feeder on live shrimp and small live minnows. Use caution when landing that the fish does not throw the plug in your face in its final frantic leaps alongside the boat. Habitat: deep channels where it is most often found in the clear green waters of an incoming tide. Travels in schools. Flesh of fine flavor, but too bony to eat.

Bonefish



FOUND on shallow sand flats during the incoming tide where the angler will observe the waving tails of the feeding fish as they slowly "work over" the feeding grounds. Termed by experts the most game of all salt water fish. Caught still-fishing from an anchored boat with hermit crab tail for bait. A denizen of the Florida Keys and the Bahamas, they are rarely found to the northward of Florida's tropic isles below Miami.

KODAKS and Camera Supplies

Prompt attention to development of snapshots and home movie films. A complete line of drugs, cigars and fine tobaccos, and cosmetics, Soda Fountain, modern prescription department.

STUART DRUG CORP.

"The Rexall Store"

Geo. J. Backus

REALTOR IN STUART
SINCE 1911

Every Property In Martin County Available

William H. Roat

City and County Surveyor
By Right of Conquest

Blue Prints, Black and White Prints, and my Footprints over Martin County!

We Go Fishing, Too . . .

But our business is Plumbing and Sheet Metal work.

STUART METAL WORKS

PHIL PENCE, Prop.

One Good SIGN

Is Worth a Thousand "Shingles"

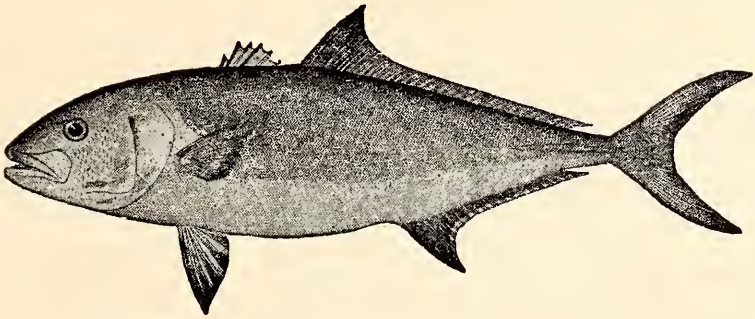
Larratt's Sign Shop

STUART

J. P. Blakeslee

Supervisor of Registration of Martin County extends you a cordial welcome.

Amberjack



BULLDOG of the sea, the amberjack is the top man in one of the mightiest families of scrappers that range warm southern seas, and species of crevalle.

He is found sometimes in seemingly limitless schools by the summer angler; but the winter fisherman will more often encounter him ranging alone or with a few of his fellows over the reefs, where he is most often caught on live bait, such as grunt, spot or yellow tail. They are often, however, taken on feathers, spoons or strip bait trolling. When one is hooked, it is wise to keep an eye out for others following, and by this practice it is sometimes possible to hook on to three or four in one spot. A boring, surging fighter, who keeps well below the surface in his battle for life.

The largest on record weighed 95 pounds. F. A. McKinney, Stuart winter visitor, caught a 92-pounder in the season of 1936, but his fish was caught a day before the opening of the local fishing contest, the prize in this division being won by John U. Burt of New York with a 51-pounder. Average weight is from 15 to 20 pounds.

Food value is fair. The amberjack is delicious smoked.

FISHING HINTS: Always put plenty of action into your plug. This will make fish strike when nothing else will. Try your best to make the plug imitate a wounded minnow frantically trying to get away.

FISHING HINTS: The main thing in fishing is to find the fish. Go where they are. Watch the surface for strikes. Watch feeding birds.

THE PROPER TACKLE

	Hook	Line by Thread	Rod by Ounce
Black Bass	4-0 to 6-0	18-24 lb silk	6 oz. BC
Sailfish	7-0 to 9-0	9 to 21	9 to 12 LH
Tarpon	7-0 to 11-0	12 to 24	9 to 12 LH
Sea Trout	4-0 to 5-0	6 to 12	6 BC
Amberjack	7-0 to 10-0	15 to 24	9 to 14 H
Dolphin	6-0 to 8-0	9 to 18	6 to 9 L
Red Snapper	6-0 to 8-0	9 to 18	9 to 12
Mangrove Snapper	1-0 to 6-0	9 to 18	6 to 9
Pompano	2-0 to 4-0	6 to 9	4 to 11 HBC
Bluefish	4-0 to 8-0	9 to 18	6 to 9
Spanish Mackerel	4-0 to 7-0	12 to 24	6 to 9 LM
Snook	4-0 to 9-0	12 to 24	6 to 12 BC
Sea Trout	4-0 to 8-0	6 to 15	6 to 9 BC
Jewfish	10-0 to 12-0	24 to 36	14 to 20 H
Channel Bass	4-0 to 10-0	9 to 18	9 to 12 BC
Grouper	6-0 to 12-0	15 to 24	9 to 14
Barracuda	4-0 to 10-0	9 to 21	9 to 12
Sheepshead	2 to 4 Va.	6 to 12	6 to 9
Crevalle	4-0 to 9-0	12 to 21	9 to 12 BC
Ladyfish	1-0 to 5-0	6 to 9	6 to 9
Croaker	1-0 to 6-0	6 to 9	6 to 9 BC
Bream	Nos. 6 to 12 Kirby	6 to 16 Carlisle	FR
Speckled Perch	Nos. 6 to 12 Kirby	6 to 16 Carlisle	FR
Sailor's Choice	Nos. 6 to 12 Kirby	to 6 to 12 Carlisle	FR
Pickerel	4-0 to 6-0	6 to 12	6-oz. BC

*BC—Bait Casting; LH—Light to Heavy trolling rods; L—Light trolling rod; HBC—Heavy Bait Casting; LM—Light to Medium trolling; H.—Heavy outfit; FR—Fly Rod.

BEST BAITS and METHODS

BLACK BASS—Casting—Surface plugs, pork rind and spinners; still fishing, live minnows, crawfish, frogs; fly rod, bass bugs.

SAILFISH—Trolling—Strip cut mullet on edge of Gulf Stream.

TARPON—Trolling—Large eel skin, strip cut bait, large spoons and plugs, yellow feathers, or whole mullet; still fishing, live mullet.

SEA TROUT—Casting—Diving Pal-o-mine plugs or surface spurters, feathers, clothespin plugs; trolling—spoons and eel skins; still fishing—live mullet, live shrimp.

AMBERJACK—Still fishing—live bonita, bluefish or grunt over reef; trolling—large strip or cut bait, drone spoons.

DOLPHIN—Trolling—strip cut bait or rag bait on Gulf Stream edge around drifting wood, grass, etc.

RED SNAPPER—Still fishing—large cut bait and handlines on rocky patches offshore.

MANGROVE SNAPPER—Still fishing—cut mullet, shrimp, hermit tails, live minnows, live shrimp; casting—plugs and clothespins.

POMPANO—Still fishing—live shrimp or sandfleas; casting, clothespins.

BLUEFISH—Trolling—eel skin, spoons, squids; still fishing—cut mullet or bunker; casting—Pal-o-mine plugs and feathers.

SPANISH MACKEREL—Trolling—squids, drone spoons.

SNOOK—Casting—Pal-o-mine and other plugs, clothespins, feathers; trolling—drone spoons, eel skin, live mullet.

JEWFISH—Still fishing—hand line and live catfish or other fish. Dead fish whole.

CHANNEL BASS—Casting—Pal-o-mine and other plugs or spoons; trolling, weighted spoons.

GROUPER—Still fishing—Small whole fish; trolling—strip bait or drone spoons weighted. Fish over reef.

BARRACUDA—What do you want with a barracuda? Trolling — strip bait, spoons.

SHEEPSHEAD—Still fishing—Sandfleas, hermit crabs, shrimp, on bottom.

CREVALLE—Trolling—plugs, spoons, squids, eel skins, strip bait; casting—plugs and feathers. Live mullet and shrimp.

LADYFISH—Casting—diving plugs and surface plugs. Fly rod, bass bugs and pork strip. Live minnows and shrimp.

CROAKER—Still fishing—cut bait or shrimp on bottom.

BREAM—Still fishing—worms, lily worms, grubs, top minnows, cut shrimp. Fly rod lures.

SPECKLED PERCH—Still fishing—live top minnows. Fly rod lures.

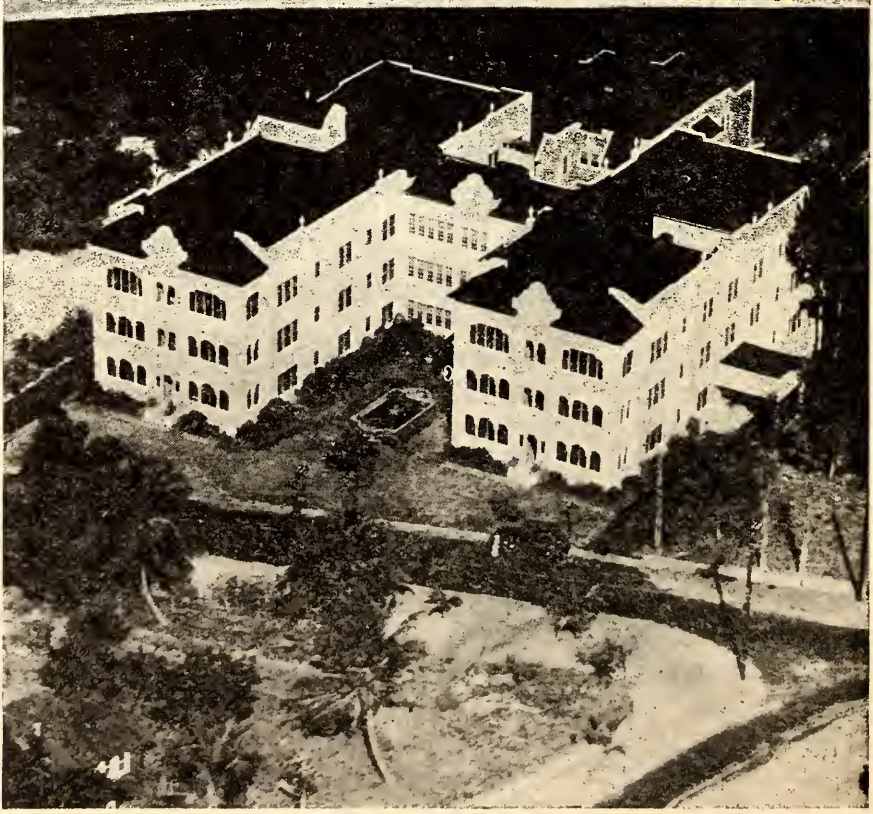
SAILOR'S CHOICE—Still fishing—hermit crab tail, cut shrimp.

PICKEREL—Casting—spinners and pork rind, live minnows, live frogs.

FRANCE
APARTMENTS

• • •

STUART, FLORIDA

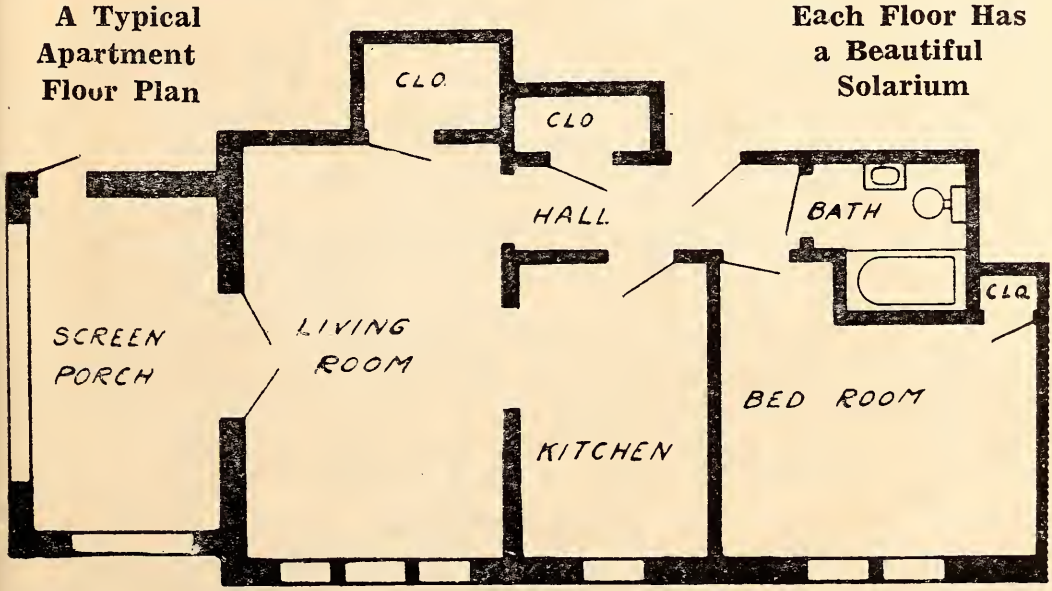


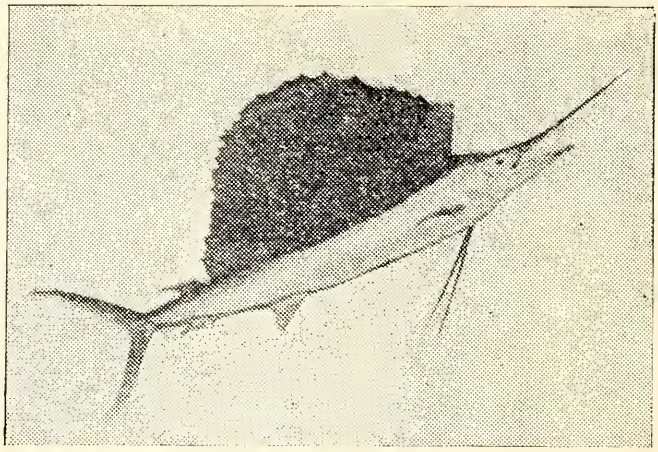
France Apartments

Apartments are beautifully furnished, living room including double day bed, desk, telephone, and large closets. Simmons beds, with fine linen. Tiled bath. Breakfast suite has electric stove and refrigerator. Offering the fisherman deep anchorage for his own craft, with party boats easily available. For information write W. O. Johns, Manager.

A Typical Apartment Floor Plan

Each Floor Has a Beautiful Solarium





"THE SAILFISH"

Oh! for the thrill of the singing reel;
The sudden joy as the line pays out;
The threatening bend of the slender rod;
A sail is hooked, the eager shout.
The battle is on and fish and man
Settle down to a wary fight;
The finny flash is up then down,
Beneath the blue then in full sight.
Its sail-like dorsal a lovely hue,
Its body a gorgeous purple and blue;
It's game from beak to flashing tail
And pulls with the strength of a mighty whale.
It takes an angler who knows his stuff;
For a sail's not gentle, he's "plenty" rough;
He's strong and swift and wary, too;
He'll trick, he'll play with and tire you.
When you have brought him to the gaff,
You've learned a lot if it's your first sail,
And wherever they yarn of the finny game,
You'll be ever ready with your tale.

Let Taylor mount your Prized Catches. Write, wire—or phone 5430, West Palm Beach Fla., in regard to Hunting and Fishing Guides, or Fishing Boats. We have all kinds of mounted fish, reptiles, animals and birds for sale at our studio. Visitors welcome at all times. We ship trophies to all parts of the world.

JOHN S. TAYLOR CO.

TAXIDERMIST

Studio 435 56th St. :-: West Palm Beach

REGISTER FOR

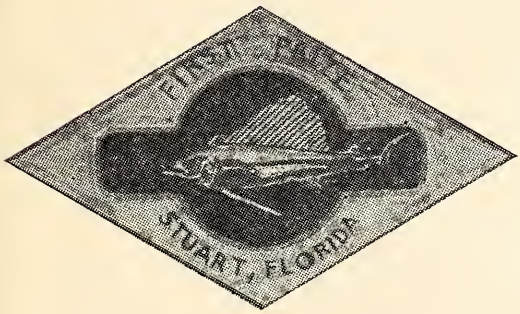
Annual Sport Fishing Contest

November 1st, 1936 to March 15th, 1937
Sponsored by Stuart Junior Chamber of Commerce

PRIZES

BRONZE BUTTON for sailfish measuring up to 7 feet, 6 inches.

SILVER BUTTON for sailfish 7 feet 7 inches to 7 feet, 11 inches.



DIAMOND BUTTON, in gold, for largest sailfish caught during contest by a man.

DIAMOND BUTTON, in gold, for largest sailfish landed during contest by a woman.

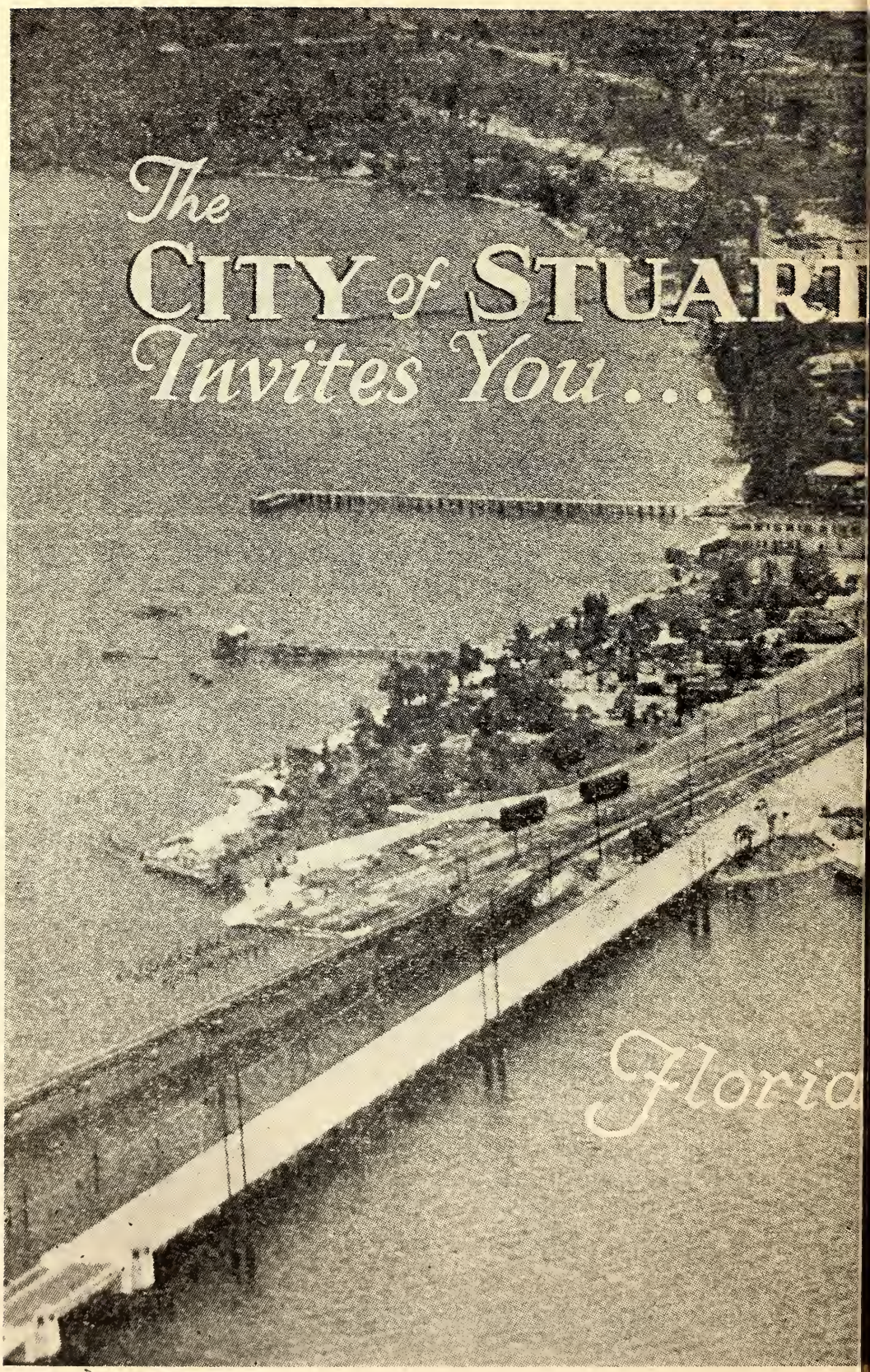
NOTE: All sailfish awards carry honorary membership in Stuart Sailfish Club. All persons catching a sailfish from a Martin county port are eligible for button awards. You may start by winning a bronze button and progress to higher awards, but not vice versa.

SILVER CUPS will be awarded as first prize for the heaviest fish in the following divisions:

Black bass, amberjack, dolphin, king mackerel, bluefish, Spanish mackerel, snook, sea trout, barracuda, channel bass and jack crevalle.

Regulations: All contestants must register. All entries must be caught on rod and reel and weighed in at official weighing stations within 24 hours of time caught. Decisions by the judge's committee are to be considered final.

JOIN THIS WINTER CARNIVAL OF SPORT
NO ENTRY FEE REQUIRED


The
CITY of STUART
Invites You...
Florid

Finest Fishing

Florida FISH *Laws*

LICENSES: Fresh Water State Non-Resident License $5.50; 3-day non-resident license $1.75; resident state license $2.25. These licenses may be secured at the office of the county judge. NO SALT WATER SPORT FISHING LICENSE IS REQUIRED. It is illegal to sell salt water fish without a special $5 license from the shellfish commission.

SIZE LIMITS: Black Bass, 12-inch minimum, maximum number twelve; bream, 5-inch minimum, maximum number thirty; mixed freshwater string, maximum number forty.

CLOSED SEASONS: No closed season on fresh water fish. Sea trout, June 15 to July 15. Mullet, Dec. 1 to Jan. 20. This applies to mullet used as bait. Crawfish or Florida lobster, March 21 to July 21. It is unlawful to kill or capture giant loggerhead or green turtle while such turtles are laying on the beaches during the months of May, June, July and August.

LEGAL METHODS TAKING—Hook and line, rod and reel, bob, spinner and troll lawful for use. Unlawful to use nets, traps, gigs, dynamite or other deleterious substances in stream and lakes of Florida.

POSSESSION—TRANSPORTATION—SALE—Possession— Not more than 2 days' bag limit any one time except by dealers. Transportation of Black Bass as personal baggage permitted by holders of valid license. No common carrier shall knowingly transport or receive for transportation any Black Bass.

PROTECTED: Anyone killing a manatee or sea cow, except under permit for scientific purposes, is liable to fine of $500 or imprisonment for 3 months.

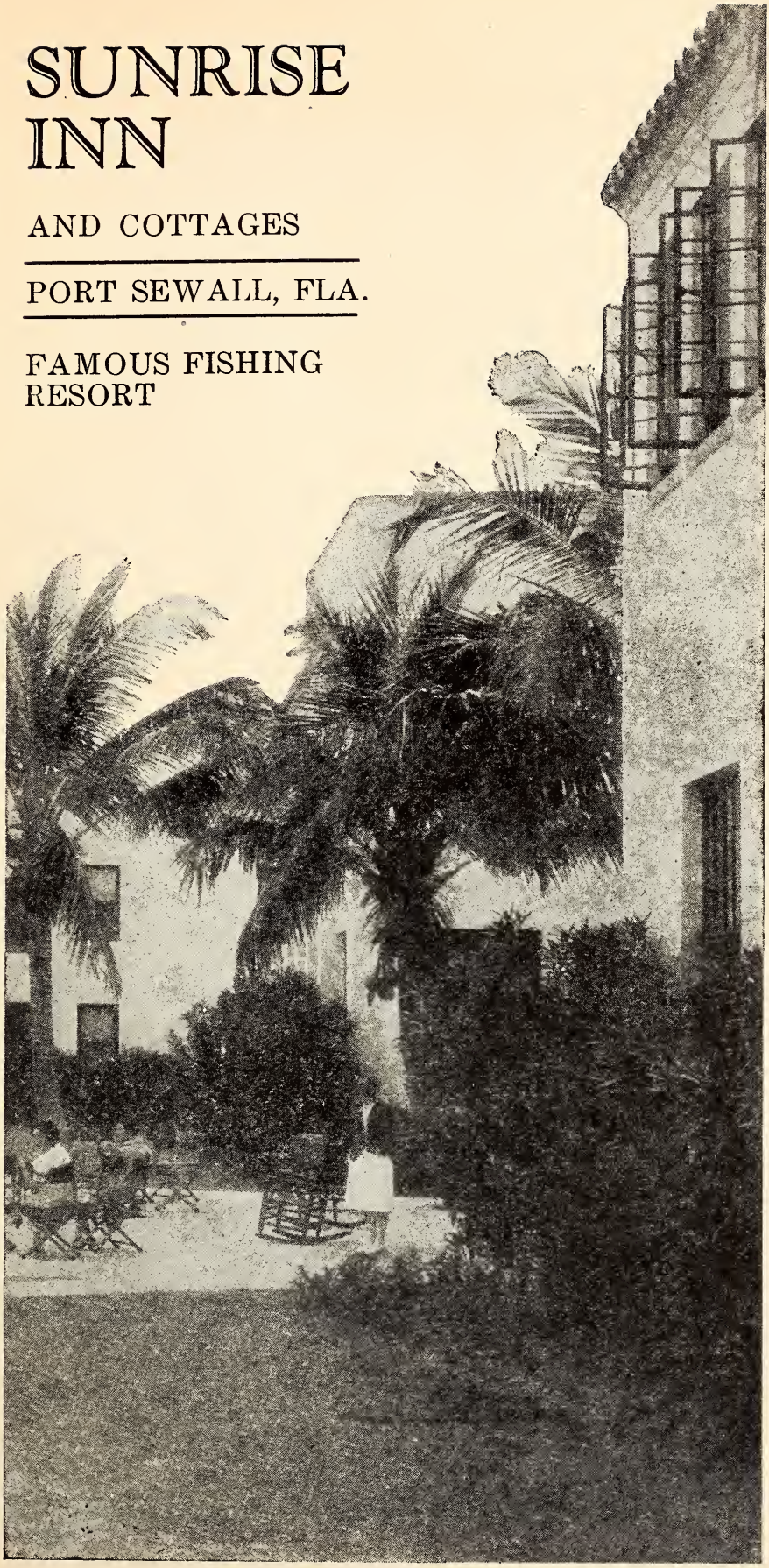
TRUE SPORTSMEN: Will not catch more fish than is reasonable, will not heedlessly destroy wild life, will be careful of fires in the woods, and will leave camp grounds in neat appearance for the other fellow. Do not shoot alligators. This picturesque denizen of Florida's streams and lakes, although unprotected by law, is rapidly becoming extinct under the heedless hand of man. The alligator will not harm you. Play fair. Do not harm him. Each alligator accounts for hundreds of turtles and garfish in his annual diet, thus removing these predators from the fishing grounds. The alligator is too slow to catch bass or bream.

SUNRISE INN

AND COTTAGES

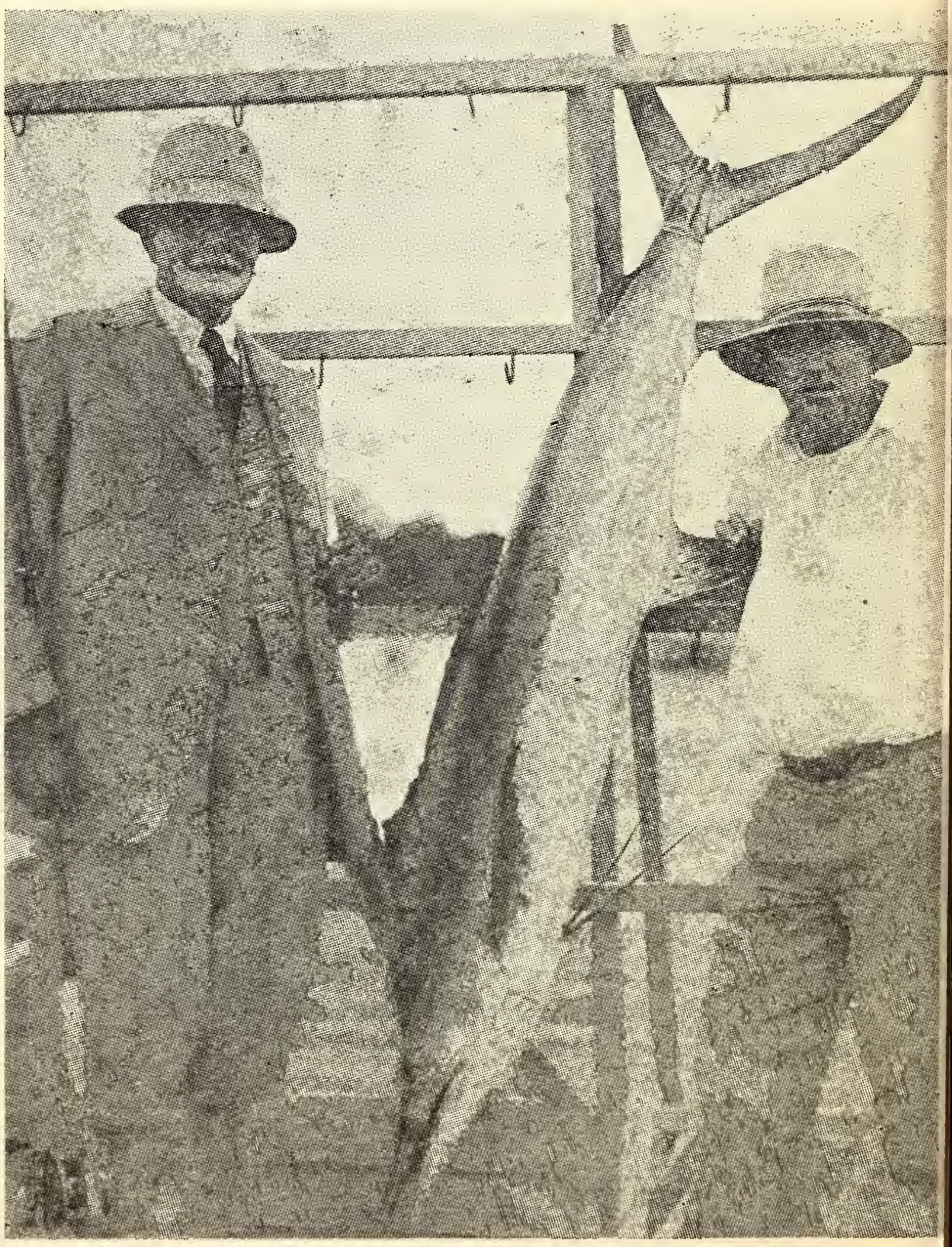
PORT SEWALL, FLA.

FAMOUS FISHING RESORT



"WHO'S WHO IN AMERICA"

Fishes in **MARTIN** *County*



P. J. McIntosh, New Yorker, pictured beside a beautif marlin swordfish which he caught last winter off the Mart county coast. Mr. McIntosh is a visitor season after season beautiful Sunrise Inn, Port Sewall.

EDSEL FORD, of Ford Motor Co., Detroit, who spent two months vacationing aboard his beautiful yacht in the waters of Hobe Sound during the past season.

GARY COOPER, star of the talking screen, visitor at Island Inn.

CHARLES G. DAWES, former vice-president of the United States, and annual visitor at Jupiter Island.

WILLIAM C. BULLITT, United States ambassador to Russia, who spends his winter vacations in the beautiful setting of Hobe Sound.

W. S. BARSTOW, New York capitalist, whose estate at Hobe Sound is one of the most beautiful in Florida.

GEORGE, CARDINAL MUNDELEIN, who spends each winter at his Hobe Sound estate.

COL. A. S. DWIGHT, noted mining engineer, who has a winter home here.

CHARLES FRANCIS COE, noted writer of fiction stories, now a permanent Martin county resident, and president of the Sailfish Club at Palm Beach.

JOSEPH PULITZER, publisher of the St. Louis Post-Dispatch.

GENE TUNNEY, retired champion boxer of the world.

AMELIA EARHART, noted U. S. aviatrix, whose single-handed spanning of the Pacific won her world acclaim.

JOHN A. ROEBLING, head of the U. S. Wire Rope industry and son of the man who built Brooklyn Bridge.

DR. LEE GALLOWAY, former president of New York University.

ROBERT S. CHEEK of Nashville, Tenn., member of the board of directors of General Foods, Inc.

EDWARD W. SCUDDER, publisher of the Newark Evening News.

JOSEPH VERNER REED, playwright.

BEMAN G. DAWES, former member of Congress from the 15th Ohio district, and chairman of the board of the Pure Oil Co.

THORNE DONNELLY, of the Chicago publishing house.

COL. J. BRADY MITCHELL, formerly identified with the United States Coast Artillery, resident of Jupiter Island.

L. C. RITCHIE, of Spring Lake, N. J., financier who owns a beautiful estate at Port Sewall.

ROWLAND STEBBINS, producer of "Green Pastures."

MARTIN COUNTY
Board of County Commissioners

SEWALL'S POINT

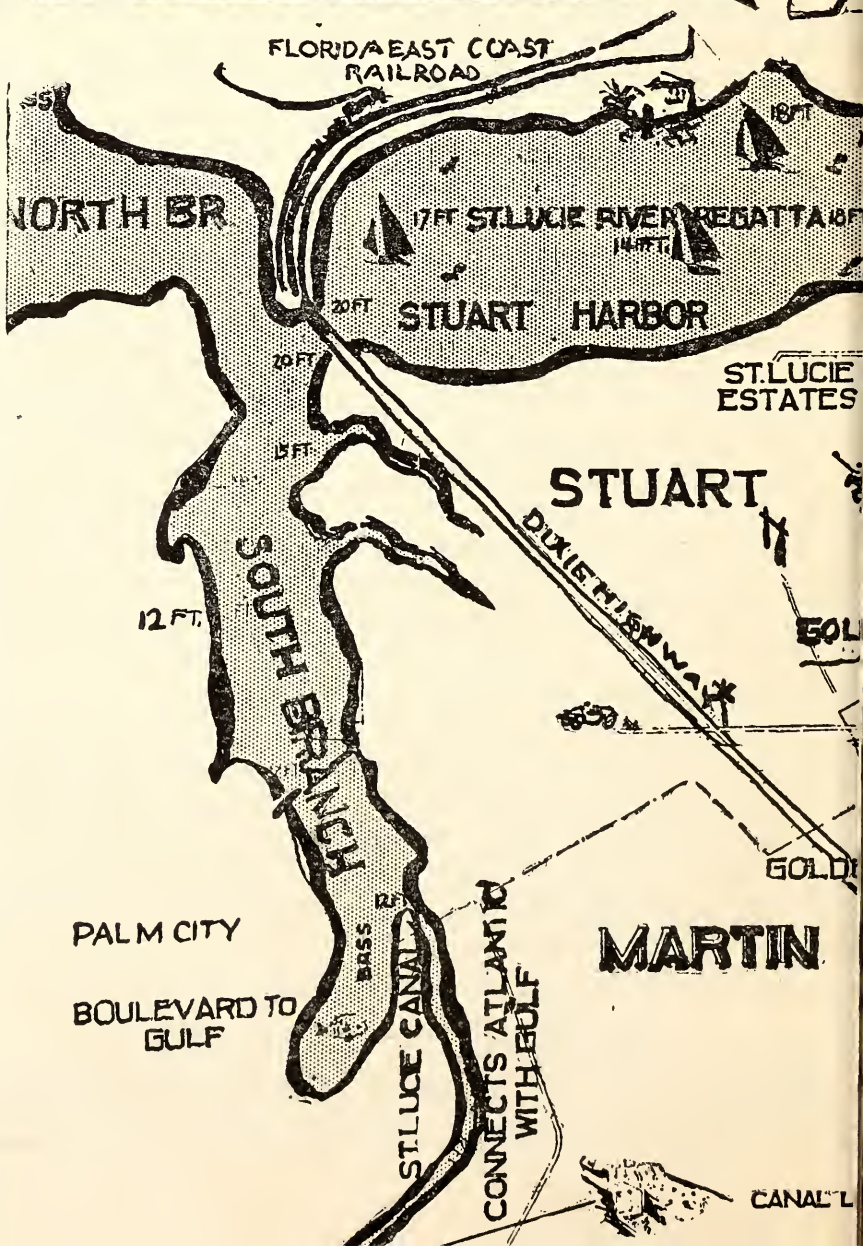
Florida's Most Beautiful Peninsula
Lying between the St. Lucie and Indian Rivers

Our Finest Fishing Waters

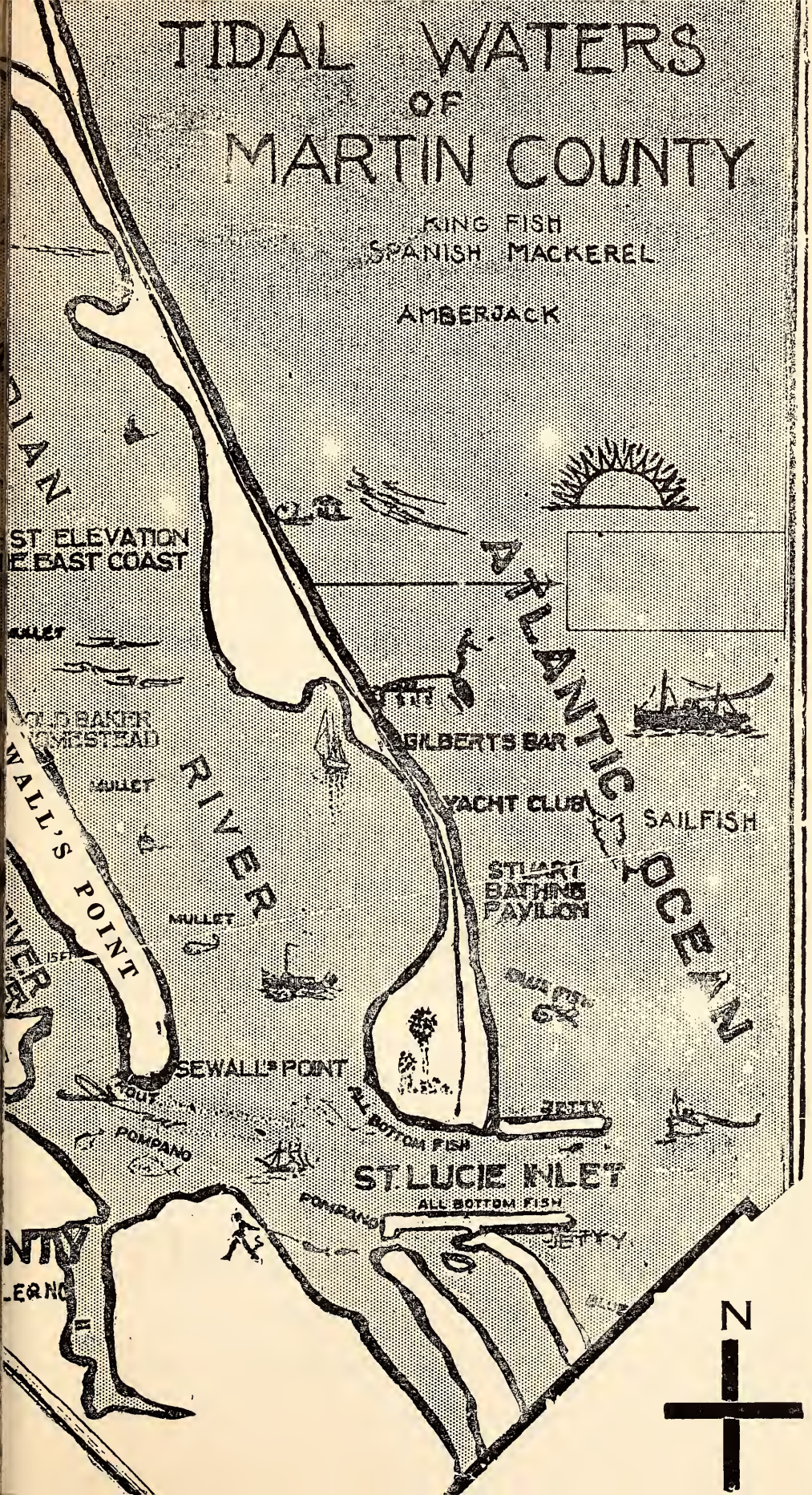
A strip of land four miles long, one-quarter mile wide, 35 feet above sea level, beautifully wooded with palms and magnificent tropical growth. Join this fast-growing colony by securing a homesite. Half the point is already occupied by beautiful homes, many of them owned by nationally known people.

Write L. F. KNOWLES, Owner
Sewall's Point, Jensen, Florida

Detroit Address: 1530 Union Guardian Bldg.



TIDAL WATERS OF MARTIN COUNTY



HALL'S ELECTRIC SERVICE

RCA Radios — Westinghouse Refrigerators — Contracting

Post Office Arcade
Stuart, Florida

Dear Friends:

This is an open letter inviting you to drop in and get acquainted when you arrive in Stuart. You must come to the Post Office Arcade to get your mail—and our store is located at the entrance. We always have time to make a friend, and to help the visitor feel at home. If you need any electrical service while you are here—from radio repairs to installation of a new lighting fixture—we will be glad to attend to it for you efficiently and fairly. But, whether you have business with us or not, always feel free to drop in. Our telephone number is Stuart—13.

Yours sincerely,

Signed MR. and MRS. FRED HALL

RADIOS and REFRIGERATORS
Rented to Visitors

LAND TITLES and ABSTRACTS

Consult us about your real estate problems.

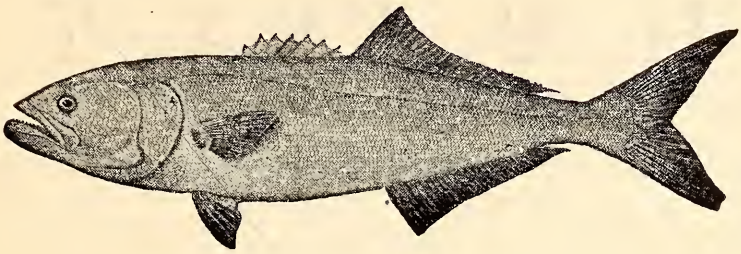
ABSTRACTER

(JIM) T. J. F. KENNEDY

P. O. Box 818

STUART, FLORIDA

Bluefish



BLUEFISH, vicious killers of the sea, so savage that they apparently kill just for pleasure, disgorging their bellies of minnows to slash at more, are plentiful at St. Lucie inlet. They are also found in great numbers in the surf at Jensen and Jupiter Island beaches. Most plentiful in fall and winter.

For the past three winters phenomenal runs of bluefish have occurred off the Martin county coast, beginning in November and lasting through until March, with the height of the fishing during the "cool" months of January and February.

Surf-casting addicts will find local beaches ideal during winter months. At times it literally makes no difference where you fish, the schools are so plentiful, but during slack periods it is wise to look for favored spots such as deep channels or "sloughs between the shoreline and offshore sandbars.

The man with the casting rod can have unparalleled sport while the runs are on, using surface "popping" plugs, underwater lures such as clothespin plugs or Japanese feathers. Put plenty of action into the bait.

Best methods: (for launch fishing) trolling with spoons, lead squids, bone squids, eelskins or Japanese feathers. Can be caught with trolled cut bait, or a piece of white rag or red flannel when plentiful. For surf fishing use a regulation surf casting outfit (or make your own.) Any fishing tackle store will explain various bottom fishing rigs. The best cut bait is mullet or menhaden, commonly known as bunker. Small live mullet are sometimes used effectively. Delicacy: broiled bluefish with tartare sauce.

Average size of bluefish caught off this coast is from 2 to 4 pounds. Largest bluefish caught during the 1935-36 contest was an 8 pound, 8 ounce fish caught by W. M. Bassett of Hobe Sound, Fla. Largest on record caught with tackle weighed 25 pounds.

P. O. BOX 102 PHONES: Res. 101-J; Office 36-J

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SECRETARY MARTIN COUNTY CHAMBER OF COMMERCE
STUART, FLORIDA

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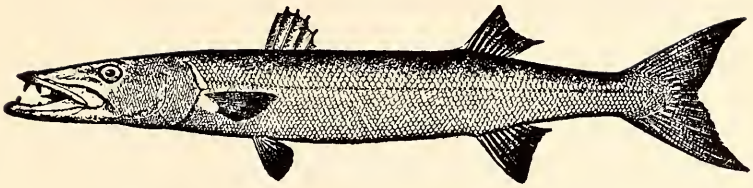
Barracuda



THAT slashing sea tiger, the Florida barracuda, will strike at anything that lives or moves in the ocean. Sometimes abundant off St. Lucie inlet, the barracuda here range as high as 50 pounds in weight—although the record fish caught off Florida weighed 104 pounds.

Same tackle as for sailfish or tarpon, and same lures. Feeds on flying fish and mullet, and because of its excess fighting ability and viciousness is dreaded rather than wished for by the average angler. A great fellow to mangle game fish being brought to the boat.

The barracuda might well be called the most efficient, and at the same time the most dreaded, fighting machine in warm seas. It is more feared than the shark by those whose experience has proven that the 'cuda is to blame for many bathing accidents blamed on the creature with the more sinister reputation. His razor-sharp teeth are to be dreaded. They can as easily clip off a hand or a foot as they can slice a fighting fish in half. The speed of a barracuda witnessed is clear sea green water is nothing short of amazing. One moment you see the fish, apparently resting, the next moment he has disappeared.

A savage striker whose fight is characterized by a series of abandoned runs and leaps, the barracuda will test the stoutest of trolling tackle.

Although some authorities classify him as an excellent food fish, he is in general disfavor, and larger individuals have been termed poisonous in certain southern waters. On this point there is much controversy, and it can still be regarded as unsettled.

William H. Long, jr. of New York, caught the largest barracuda entered in the local fishing contest in 1936, a 31-pounder.

FISHING HINTS: Carry a gaff for salt water fishing, especially bait-casting from a rowboat. Don't use it until the fish is played out.

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knows that quality means efficiency in tackle and everything else.

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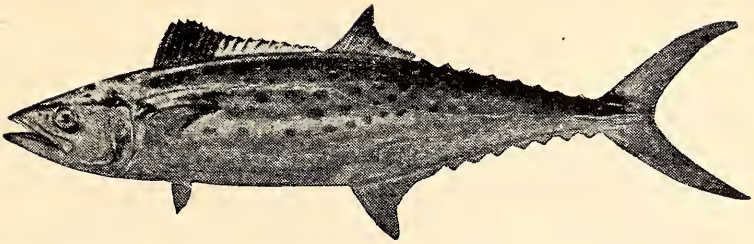
Spanish Mackerel



IT IS NOT the fight that the Spanish mackerel puts up, but the pleasure which comes when the mackerel is broiled with butter and served for supper at the end of a day at sea. Caught in thousands each winter off the Martin county coast and in St. Lucie inlet. Best method: trolling. Best bait: small lead squids or Japanese feathers. Drone spoons in the smaller sizes proved killers last winter.

If you wish sport with your Spanish mackerel, use black bass tackle and govern the boat accordingly.

Whiting

WHITING are most often caught right in the edge of the surf where the fish cruise along hunting the sandfleas and other small crustaceans that are stirred up by the waves. It is a bottom fish and should be fished for with light tackle since the average fish does not weigh more than one or two pounds. A small hook is advisable. A delicious food fish.

Porkfish

BEAUTIFULLY colored with rows of parallel brassy bands, the porkfish is eagerly sought by native fishermen for food. It is a small fish of the reefs and shallow channels, rarely weighing a pound. The best baits are crabs and shrimp.

Black Margatefish

CHARACTERIZED by a blotch of sooty black on its sides, the black margatefish, also called pompon, is the largest member of the grunt family. Frequently caught on shrimp or hermit crab tail. A bottomfish ranging in weight up to 15 pounds, it is sometimes confused with the drum because of the great similarity in appearance. A fair food fish producing a surprisingly small amount of flesh for the size of the fish.

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S. A. MATTHEWS

General Contractor Stuart, Florida

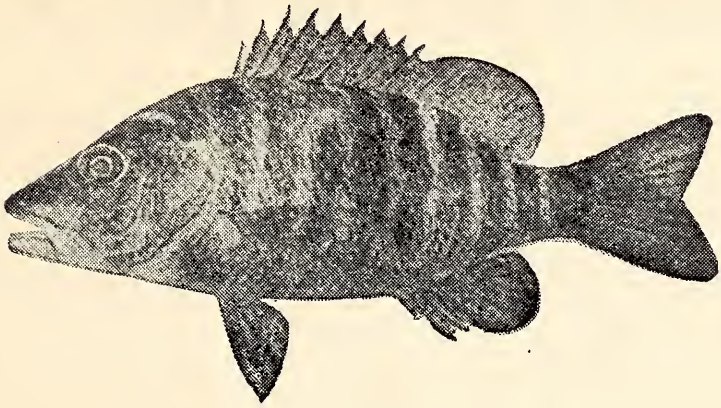
This Office Welcomes...

the visitor to Martin county. Here's wishing you good fishing.

L. C. KICKLITER

MARTIN COUNTY TAX COLLECTOR

Mangrove Snapper



HERE is a shrewd and wary fish. Found near submerged obstructions or in channels bordering mangrove swamps both in the salt water of St. Lucie inlet and in the brackish water of the North Fork, small snappers take hermit crab tail or shrimp readily. Large ones are best caught on live minnows or live shrimp, or fresh cut bait.

Snapper, at certain times, will take the plug readily when the lure is "whipped" with an overhand motion. When fishing for snapper with bait, use light tackle, long wire leader, small hooks.

Caution must be used not to frighten the fish by making unnecessary noise in the boat.

Fry small snapper. Larger fish are delicious baked with tomato sauce.

The snapper gains his name from a tendency to "snap" once landed. Watch your fingers. He also "snaps" in stealing the bait, and gets to be an artful dodger with mighty little experience. Some fishermen claim that the best way to hook them is to use a cane pole with piano wire line, thus feeling the bite much quicker. Related varieties include the dog snapper, the school master or sea lawyer, and the beautifully colored lane snapper.

Red Snapper

THE RED SNAPPER and its cousin, the mutton fish, are found in numbers on offshore banks best located by hiring a charter boat and experienced captain. Usually caught in from 70 to 100 feet of water in the Gulf Stream, using heavy handlines, with window weights for sinkers and cut bait. Voracious biters, once a school is located. Most local catches are made from 4 to 8 miles off the coast. They average 11 pounds per fish.

Best baked.

WEALTH of the SEA

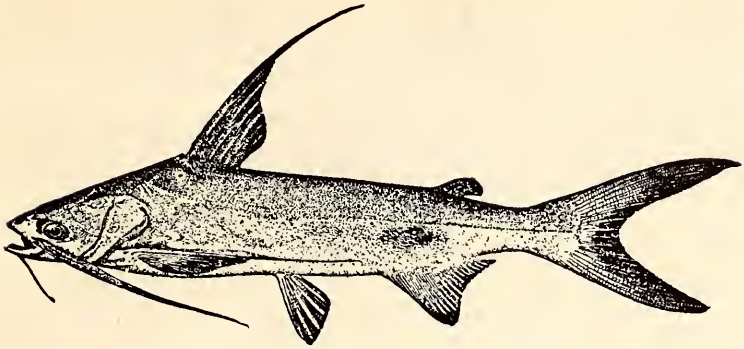
The old ocean, regardless of cycles of depression and prosperity, flood and drought, continues to produce food for man.

Abundance of the teeming sea brings hundreds of thousands of dollars in new revenue annually to the commercial fishermen of this section of the Florida East Coast, who in turn spend their earnings locally, one of the most important factors in Florida's prosperity.

THE COMMERCIAL FISHING INDUSTRY OF MARTIN COUNTY

Ricou Bros. Fish Co., Jensen — Johnnie Langberg
Rio Fish Co. — Scott Fish Co.

Gafftopsail Catfish



A REAL GAME FISH of salt water where it is often found in savagely striking schools, the gafftopsail catfish is not to be confused with the ordinary sea catfish, a scavenger and general nuisance. The gafftopsail will strike a plug readily and puts up a fine fight on light tackle. It gains its name from the high dorsal fin. Average 4 to 8 pounds. A fine food fish which suffers because the objectionable sea catfish is found in the same waters and some folks can't tell them apart.

Channel Catfish

KNOWN by various names, and existing in a number of related species in the fresh waters, the channel catfish, often called spotted cat, Okeechobee cat, willow cat, nigger boy and blue cat, is found in great numbers in St. Lucie canal and Lake Okeechobee. Best taken with cut bait on the bottom at night. A good food fish, ranging in weight from a few pounds to as high as 30.

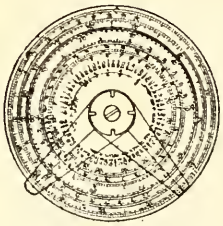
Bullhead

THE BULLHEAD, locally called "yellow-bellied" catfish, is a denizen of deep holes in Martin county fresh water pond and stream. A favorite of the cane-pole fisherman, this small, chunky catfish will take almost any sort of cut bait, shrimp, worms or liver. Skinned and fried in deep fat, it is delicious.

Since catfish are evening and noctural feeders, the fisherman will have the best luck fishing in the hour before twilight, or after dark.

"Catfish stew," a delicacy composed of the flesh of the larger catfish interspersed with a variety of vegetables, and flavored with chunks of browned salt pork, is a native delicacy.

SAVE TIME TO GO FISHING!



THE COMMERCIAL CALCULATOR

will quickly give the answers to the large number of mathematical problems that must be solved in every office. Problems that most be solved in every office. Problems involving wages by day, hour, or week at any rate per hour, division of freight rates; cost estimation; string discounts, percentages; proportion; etc., can be quickly solved with this instrument. Also gives the interest on any principal, at any rate for any time. It will give the correct selling price for any article to make any desired net profit with any percent overhead. This Calculator will give the number of days between any two dates, and give the day of the week of any date.

The method of using the Commercial Calculator is simple and easily understood and the instrument is built to give years of service.

Diameter 5". Price with Instruction Book, $2.50 postpaid.

THE MIDGET SLIDE RULE is designed to solve the simplest as well as the most complimated engineering problems. It has eleven engine-divide scales on the face of the instrument and four scales on the back, with three hair-line indicators for close readings. The Log-Log Scale is divided from 1.15 to 1,000,000. Handles from two to six factors at one setting.

Diameter 4¼". Price with case and Instruction Book, $2.00.

THE APEX SLIDE RULE has the same scales as the Midget but the figures and graduations are much larger so anyone with weak eye-sight can easily use this rule.

Diameter 8¼". Price with Instruction Book, $5.00. Fabrikoid Case, 80c extra.

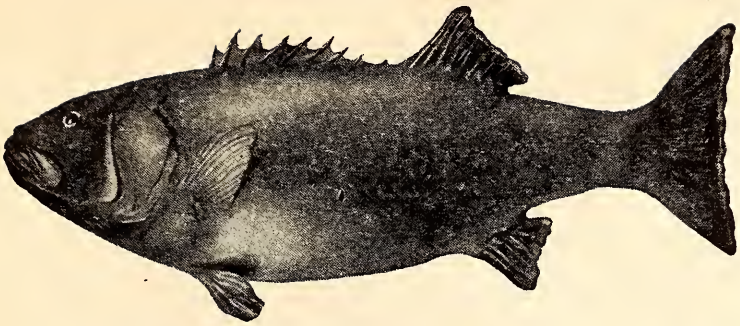
The above illustration shows the appearance of the three calculators, the difference being in scales.

GILSON SLIDE-RULE CO.

STUART, FLORIDA

POST OFFICE BOX 102—Dept. B

Jewfish



GIANT jewish, often weighing as high as 600 pounds, can be caught at almost any time near the bridges at Stuart. These giant fish love to sulk in the shade of piling and in deep holes in many places along the river. They are found far up the North Fork in the brackish water, as well as in the pure sea water near the inlet.

Use a stout rope, shark hook, and three or four-pound fish for bait. Live bait is best although dead bait will be eagerly seized. A live catfish or sheepshead makes an excellent bait. Sever the spines from the catfish with the cutting edge of a pair of pliers before putting it overboard. Be sure your rope is tied to dock or boat, not to yourself, for these giants have the strength of three or four men.

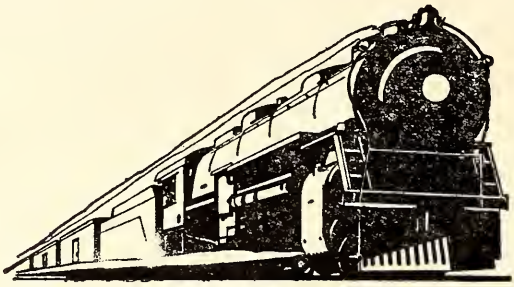
Can be landed successfully with rod and reel, providing your tackle is heavy and you have plenty of open water to play your fish. For further information ask Fred Black, F. E. C. bridge-tender.

Small jewfish, up to 5 or 6 pounds, are good baked. The large fish are coarse.

Sailor's Choice

FROM JEWFISH to sailor's choice is a leap from giant to pigmy. The sailor's choice is a beautifully colored little pan fish, hardly ever exceeding half a pound in weight. Found in great numbers in the Indian river where they congregate around piling of wharves and bridges. A favorite fishing spot is Jensen bridge. Use the lightest of tackle. Black linen thread, split shot and a bream hook are sufficient. Best baits: cut shrimp, hermit crab tail, or cut bait. Excellent in the frying pan.

Fast Double Track Route Through FLORIDA



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TO AND FROM STUART, FLA.

Money-Saving Coach Fares To Stuart, Fla.

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Florida East Coast Railway is the fast, direct, double track line to the famous fishing grounds on the East Coast of Florida. It is the only route through historic St. Augustine, Daytona Beach and along the beautiful Indian River.

You will enjoy the unusual comfort of its cinderfree, oil-burning locomotives, restful smooth-riding roadbed. During the summer months equipment is air-conditioned.

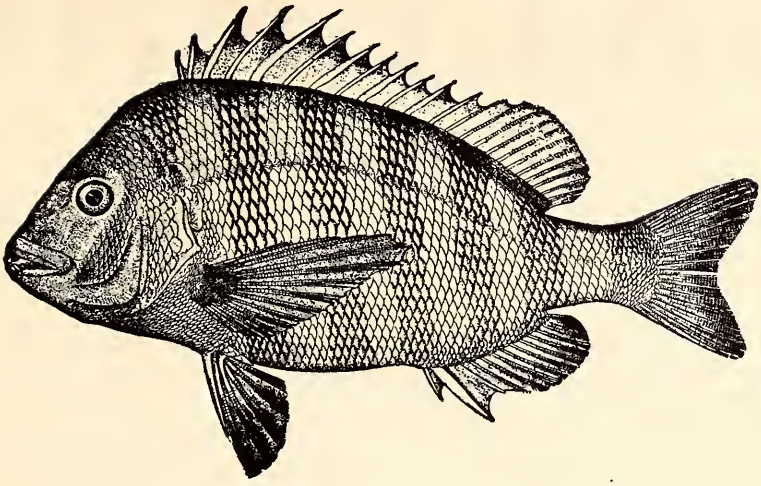
The Florida East Coast Railway provides fast thru and connecting service to Stuart from both the East and Central West. Consult your local railway agent for current schedules and fares.

FLORIDA EAST COAST RY.

FLAGLER SYSTEM

THE ST. AUGUSTINE ROUTE

Sheepshead



SHEEPSHEAD, striped like a zebra, are favorites with bottom fishermen. They are plentiful at St. Lucie inlet at all times around old piling or rocky bottom, and are caught in numbers from the docks at Stuart at stages when the river is salty.

The sheepshead is a plebian fish. He may be caught on rod and reel, with cane pole or hand-line, and will tug as valiantly on any. Use stout lines, and stout "sheepshead" hooks (your tackle man will sort them out for you.) A short wire leader is essential.

Fish for sheepshead near docks and snags—except at the inlet, where he feeds in channels, on the reef, and in the inside passage leading to the Indian river. This fish grazes on barnacles and small crustaceans which cover underwater piling, snags, old wrecks and so forth, and your bait should be near the submerged object. The sheepshead is a wary biter and a great fellow to steal bait from the inexperienced angler.

Bait with fiddler crabs, and sand fleas, hermit crabs, baby blue crabs or shrimp. You will find the sand fleas in the sandy wake of receding waves on the ocean beach, the fiddler crabs in holes along the marshy beach or in marching armies, and the hermit crabs in shallow water alongshore.

Saber Fish

WHILE trolling for many of the fish otherwise mentioned here, if you catch a long, silvery, thin, flat fish with a sharp head, serrated teeth, and tail that dwindles off into nothing—it's not a baby sea serpent, but a saber fish, sometimes called ribbon fish. Edible and of good flavor.

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Salerno
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The community of Salerno on picturesque Manatee Bay is the nearest in Martin County to the excellent sport fishing grounds at St. Lucie inlet—and each year sees more and more anglers making Salerno their headquarters for reaching this finest of fishing grounds.

Here all sorts of boats and capable guides are available for either inside or deep sea fishing—and there is no finer anchorage on the coast for your own craft.

Salerno is noted for its annual production of hundreds of thousands of pounds of Spanish mackerel, bluefish, pompano and other choice denizens of the deep. One of its most interesting features to the visitor is a shark industry which captures the sea wolves, turns their hides into leather, their livers into oil, and ships their fins to China. The teeth of the sharks are made into ornaments and their crystalline eyeballs are made into costume jewelry.

Homes and homesites are available at reasonable prices. Nowhere else in Florida will you find the fishing so convenient or living costs so moderate. Local stores can supply anything you need in the way of groceries and meats.

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COOPERATION

to enforce Florida's fresh water fish laws and all other conservation laws.

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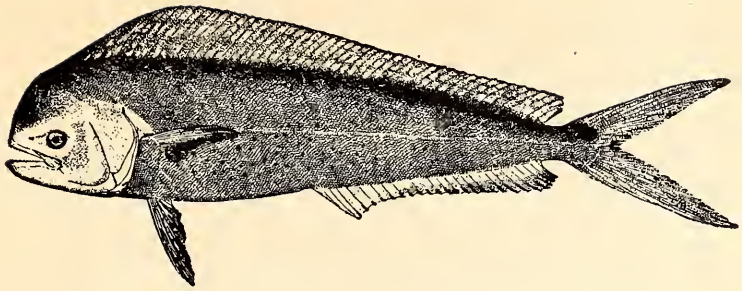
Sheriff of Martin County

Casa Lumber Company

SERVICE QUALITY

STUART, FLORIDA

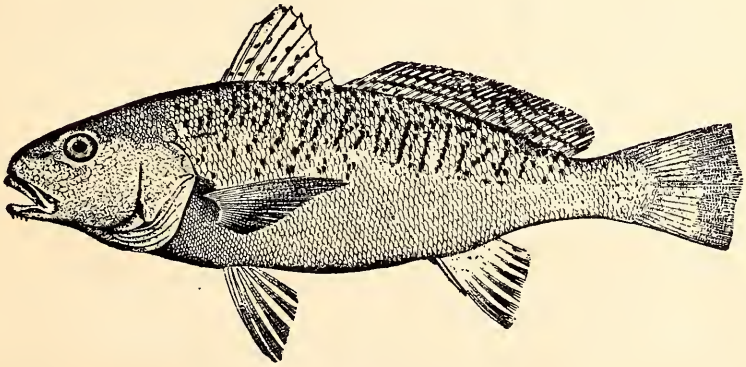
Dolphin



RAINBOW of the Gulf Stream and adjacent waters, the gloriously colored dolphin, whose tints change chameleon-like once the fish is landed, is a battler which gives added sport to the hunt for sailfish.

Your dolphin is often caught in the vicinity of floating Gulf weed, a segment of bamboo, or drifting box tossed over from some steamer. Tiny minnows hide in the protection of the driftwood and the dolphin lurks nearby, waiting for an unwary minnow to leave the shadow. Strikes trolled cut bait, feather jigs, and spoons. Contrary to general belief, the dolphin is an excellent food fish.

Croaker



YOUR COMMON CROAKER, and the spot-fin croaker, are abundant at St. Lucie inlet where they may be caught at almost any time of the year on cut bait, shrimp, clams or hermit crab tail. Soft shelled crabs make good bait. Use light bottom fishing tackle. This fish is found in numbers off the east shore of Sewall's Point in waters ranging from 10 to 16 feet in depth. Use a light sinker, short leader, and fish on the bottom. Also found in schools ranging along the edge of the surf, where the fish is best caught with sand fleas. Of good food value.

CHARTER *the* HIEPUS

Speedy, Seaworthy, Roomy, Dependable for a day at sea with the sailfish. Largest tarpon ever taken from the St. Lucie, a national record, caught from this boat. For rates and reservations write

CAPT. ROBERT P. FULFORD
Stuart
Or inquire at Chamber of Commerce

For MARTIN COUNTY — PALM BEACH COUNTY

Real Estate VALUES

Consult our office. For over thirty years acquainted with the real estate market on the lower East Coast of Florida. We are specializing in improved and unimproved water frontage on Indian, St. Lucie, Loxahatchee Rivers and Lake Worth.

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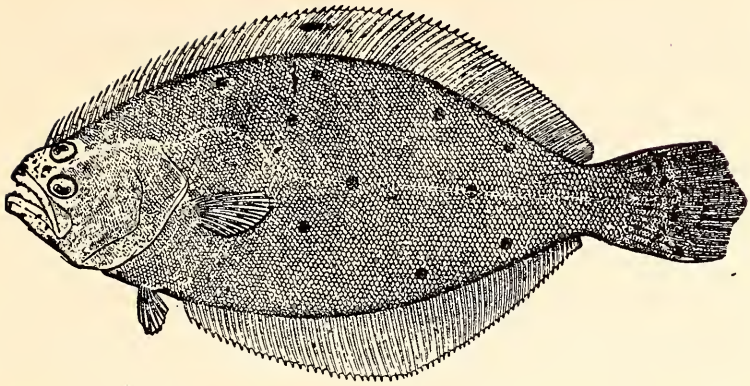
10 Miles South of Stuart on Federal Highway No. 1

The most complete shop for its size in the state of Florida. Located at Gomez, Fla., the oldest town in the United States, opposite the noted Gomez fresh water bass lakes. Stop and see the alligators and rare animals in Martin county's only zoo.

I will show you where to find the best bass fishing.

Flounder



DWELLER of the sandy bays in St. Lucie and Indian rivers, and at the inlet, the southern flounder is one of the most delicious of Florida food fishes. Although not classed as a game fish, the flounder is sometimes caught on live bait or artificial lures.

It is most frequently captured by spearing at night.

The flounder hunter, equipped with flashlight and spear, wades the shallow waters near shore where the flat-fish lies motionless on sandy bottom, sometimes covering itself with a thin layer of sand so that only the outline of the fish is visible.

Skin and filet. Dip in egg and cracker crumbs and fry. Rarely exceeding 6 pounds in local waters, the southern flounder differs from its northern cousin in having delicate flesh.

Tripletail

SOMETIMES called "snag-drifter," because of a habit of drifting alongside floating snags, the tripletail is shaped much like a bream, although the fish run much larger, averaging 6 to 15 pounds. Caught near wrecks and piling on shrimp, cut bait or minnows. Sometimes will take plugs or spoons. Excellent food value.

Triggerfish

A NIBBLING dweller of the reefs and rock patches, the trigger fish, whose southern misnomer is turbot (the real turbot is a species of flounder) is much sought after by some fishermen for its flesh, which has a very rich flavor similar to lobster or frog legs. In appearance repelling, with thick leathery skin and protruding teeth, not to mention an offensive odor, it is easily caught by use of very small hooks baited with hermit crab tail or shrimp.

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LUNCH AND REFRESHMENTS
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JENSEN, FLORIDA

Opposite Famous Fishing Bridge

Sea Trout, Bluefish, Pompano, Snook,
Channel Bass

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BUILD A ROWBOAT AND ENJOY OUR WATERS

Choice cypress and cedar are waiting on our shelves, and we will be glad to help with advice as to the best design for your needs.

Woods Lumber Co.

Salerno Telephone 2502
"When You Think of Lumber, Think of Woods"

Bridge Fishing

A MARTIN county community devoted almost entirely to sport and commercial fishing is Jensen on the scenic Indian river drive, 15 miles south of Fort Pierce and 5 miles north of Stuart.

Here, on the palm-bordered Indian river, with a mile-long bridge giving access to the fine bathing and surf fishing of Jensen beach, the caster or surf fisherman will find excellent sport.

Jensen bridge is thronged with fishermen all the year, and wonderful strings of sea trout are landed from the span daily. Using artificial minnows, pork-rind or live-bait, anglers catch bluefish, big snook, channel bass and even pompano from this noted Florida fishing bridge. Live shrimp is a favorite bait for the above game fishes.

Using cut bait or small live minnows, or live shrimp, large mangrove snappers are frequently landed. Waters adjacent to the bridge piling are alive with sheepshead and smaller pan fish, including sailor's choice, grunts, small mangrove snappers, spots, whiting, margate fish and croakers. All these will take cut shrimp, sandfleas, fiddler crabs or hermit crab tail.

Hundreds of surf casters, using cut mullet or menhaden for bait, throng the ocean beach at Jensen during annual runs of bluefish along the coast. The bluefish bite best during a northeaster when the breakers are piling in briskly. Whiting and croakers are plentiful in the surf at Jensen beach.

Excellent ocean bathing facilities are available, and the community has three good fishing camps equipped with amusement facilities. Bait is available at the camps, as well as detailed advice on the fishing.

Summer fishing is rapidly increasing in popularity at Jensen, many vacationists making summer trips from the Carolinas, Georgia and Tennessee. The bridge fishing is at its peak during summer months, at which time surf bathing is also at its best.

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IS THE STANDARD EVERYWHERE

Use Standard Gasoline and Essolube Oils and Greases on your Florida vacation trip. We have modern filling stations in Martin county, all anxious to serve you to the best of their ability.

WILSON McCLURE, Agent

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COAST TO COAST TACKLE CO.

William Bergmann

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AT JUPITER INLET

On the Beautiful Loxahatchee River
Boats — Bait — Tackle For Rent
SEAFOOD RESTAURANT
Trailer Space and Picnic Grounds

SERVICE ABOVE THE AVERAGE

A & P

"WHERE ECONOMY RULES"

You will find service, quality, and low prices at Stuart's A. & P. Grocery & Market.

H. A. KINDRED, Mgr.
JIM BROCK, Mkt. Mgr.

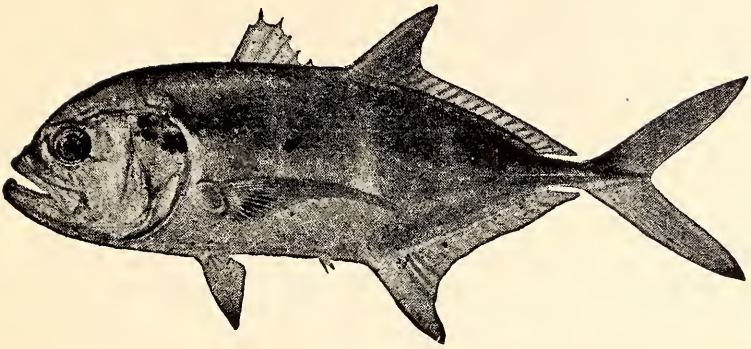
The RIVERSIDE CAFE

We welcome the fisherman and his guests. After a day of good fishing you have earned a good meal, well served.

J. L. HARRISON, Mgr.

For 20 years a fisherman.
Drop in and talk fishing.

Crevalle



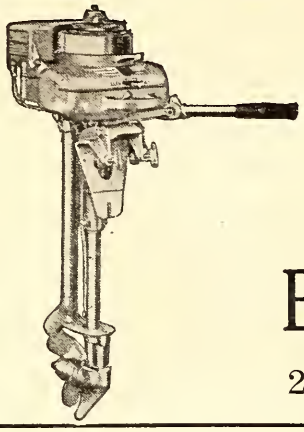
PLENTIFUL both in the salt water and in the brackish reaches, crevalle or "jack" are a common game fish of the St. Lucie. A savage and indiscriminate striker, often landed while fishing for better food fish. Catch it with plugs, spoons or squids, trolling or casting. You'll know it's a crevalle if the fish dives and begins a steady, throbbing fight for freedom that strains your rod tip to the utmost. Disdained because of its dark flesh, the jack is really good food if bled immediately after being caught, and prepared properly.

Should be boned and skinned. Small crevalle are good broiled or fried. Large ones are coarse.

J. W. Young of Vero Beach won first prize in the crevalle division last year with a 26-pounder.

The Loxahatchee River

THE BEAUTIFUL Loxahatchee River is located 23 miles south of Stuart at Jupiter. Its mouth, in Palm Beach county, affords excellent bait casting for snook, bluefish and sea trout, as well as fine bottom fishing. The upper waters of this river are excellent black bass casting grounds, and here the bait caster will find many salt water fish ranging up into the fresh water, particularly snook and small tarpon. The headwaters include Kitching Creek in Martin county, a small stream offering excellent bass, bream and warmouth fishing. Fringed by moss-draped cypresses and tropical palms, the Loxahatchee is one of the most scenic rivers in Florida.



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OUTBOARD MOTORS

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Special "Sea Trout" Plunkers

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PEACOCK ARCADE HOTEL

Comfortable, reasonably priced rooms at special weekly and monthly rates for the fisherman. Beauty-rest beds.

On the St. Lucie River
At Stuart
Write Mrs. Joe Clements
for rates and reservations.

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Solvenized
WOCO-PEP GASOLINE
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Greasing, Washing, Polishing
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H. F. Johnson, Mgr.

ON LAND AND SEA USE

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Always Dependable

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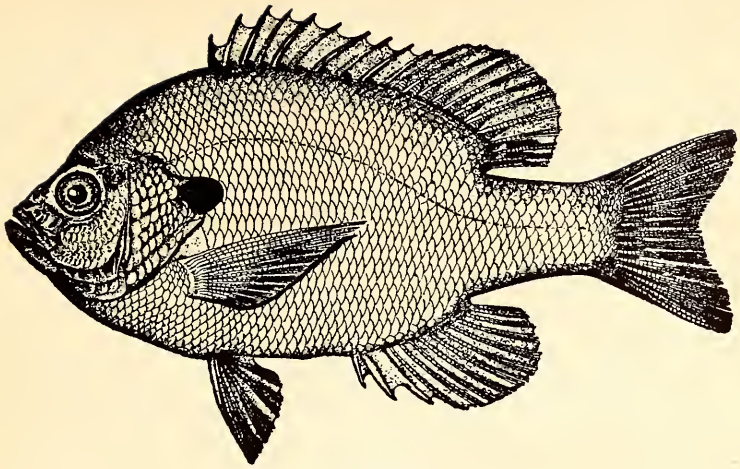
in Your Car.

E. H. Butterfield

Martin County Agent

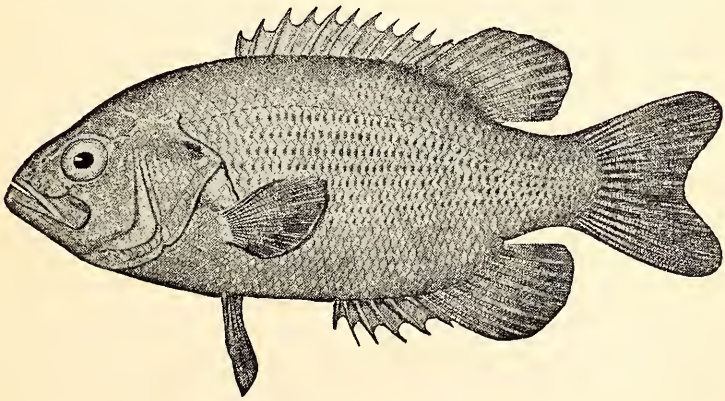
Bream



BLUEGILL

WHEREVER you find a fresh water ditch or pond in Martin county, there you will find bream, although to really enjoy bream fishing at its finest you should go to the upper South Fork of the St. Lucie, or to the deep black holes of Jensen Savanna.

Too much cannot be said in praise of this delicious pan fish, which can give pleasure to man or boy, whether caught with pin hook and worm, cane pole and cork, or with fly rod.



WARMOUTH

Baits are multifold: angle worms, shrimp, crawfish tail, small grasshoppers, a tiny piece of pork rind, flies, small spinners, top minnows, etc. Varieties: blue gill and Warmouth perch or "red-eye."

PALMER'S STORE

Jensen Headquarters For Groceries, Meats, Dry Goods

New Ford V-8 Transportation

You Drive-It On Buy-Back Rental Plan— By Week—Month—Season.

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Stuart, Florida

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Tom's GARAGE

First on the highway entering Stuart from the north.

First in mechanical repairs.

First in service.

Tom Reinert Welcomes You.

St. Lucie Auto Camp

Stuart, Florida

CLEAN AND COMFORTABLE COTTAGES

New and Modern Trailer Camp
Hot Water At All Times

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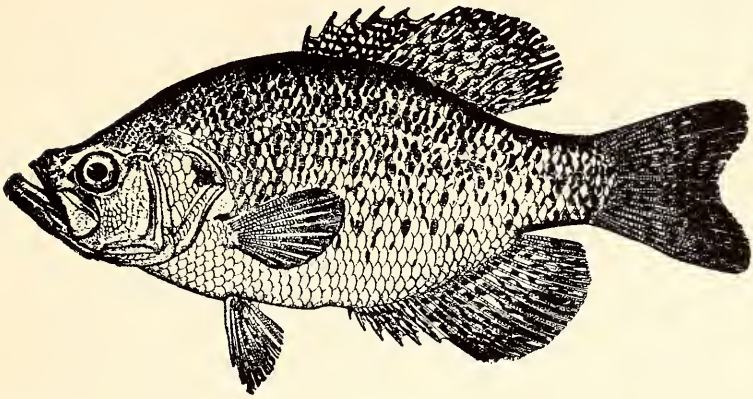
Paint your home or rental property in advance of the winter season. Good paint is an investment in good living.

MARK B. SMITH

PAINTER & DECORATOR

Stuart, Florida

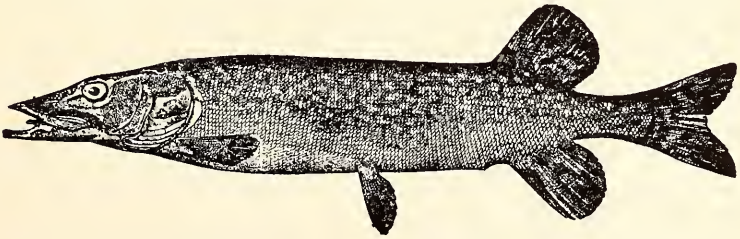
Speckled Perch



SPECKLED PERCH or crappie run in huge schools in St. Lucie canal near Indiantown and at the locks at Port Mayaca on Lake Okeechobee after heavy rains when ditches are bringing bait into the canal. Best bait: live minnows scooped with dip nets from the ditches. Also will strike flies or bass bugs.

Should be fried.

Pickerel



PICKEREL, called "fresh-water jack" by the natives, although not as plentiful as the bass and bream, are to be found in the waters of Jensen Savanna and in the South Fork.

They are often taken on bucktail and spinner, and whirling spinner and pork rind prove effective. Weedless lures are productive of results when brought through the lily pads, haunt of the pickerel. The smaller sized diving and surface plugs often prove to be the mustard.

DIRR'S BAR OSCEOLA AVE., STUART

Fancy Assorted Wines and Liquors — Cocktail Room

Martin County Schools

J. A. JAMISON, Superintendent
Box B, Stuart, Florida

A vacation for the business man, or executive, most generally means a winter trip for the whole family. Deciding the proper place to spend ones time should be directed to the school facilities at hand.

Martin County has fine schools, high school and grades fully accredited and standardized by the State of Florida. Stuart High School has a well planned program of studies which enables pupils from northern schools to carry on the continuity of their home State studies while visiting in Martin County.

The Stuart High School is supported by community grade schools in Jensen, Salerno and Hobe Sound. These schools are composed of grades one to six and adequate transportation, free of charge, for upper class students from each of these communities is maintained for resident and non-resident pupils alike.

Non-resident pupils coming to Martin County are exempt from all enrollment fees and tuition. A deposit is demanded from each non-resident pupil, covering the cost of State loaned books, for their use while in Florida. The same is refunded upon return of books when the pupil leaves the Martin County schools.

A well defined play program is maintained in each community school under the full supervision of teachers in charge and a well appointed athletic program is given full scope in the training of the child. At the Stuart High School a fine new Gymnasium provides ample indoor recreation and calisthenics.

Child Health Clinics are a part of the regular health program of each community and is in charge of the Parent-Teacher's Association of each school. Many helpful suggestions for the physical well-being of the children are brought to the attention of the parents when necessary.

For those desiring a period of rest and recreation the feasibility of visiting Florida and particularly Martin county should be thoroughly investigated.

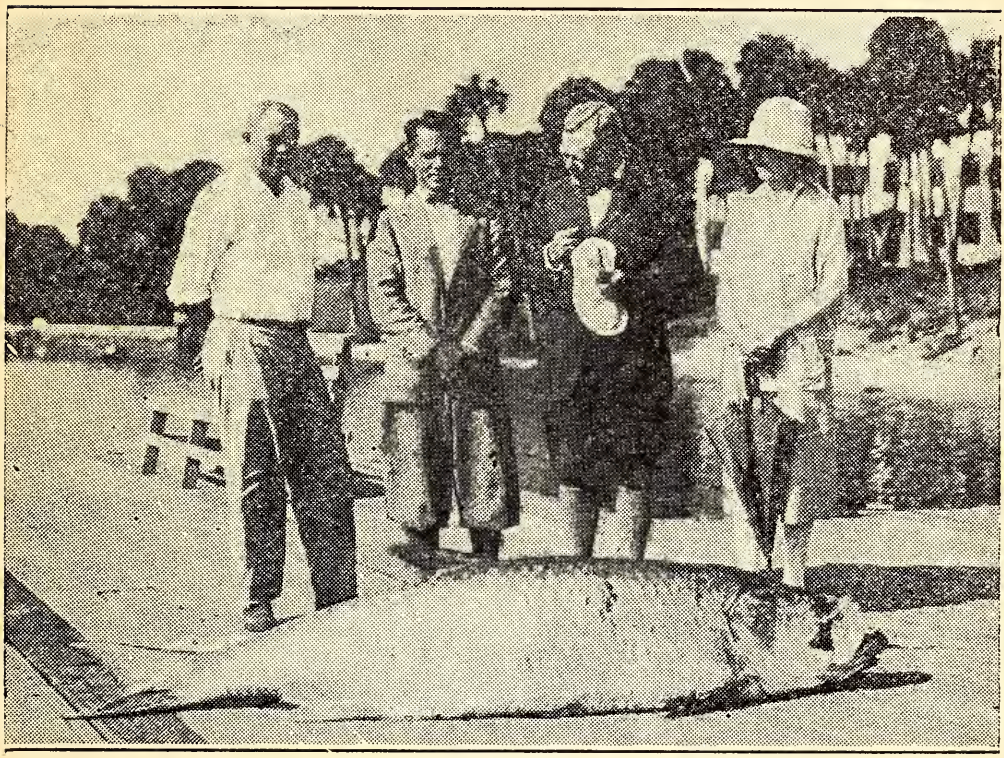
School Officials in Martin County earnestly invite the attention of prospective visitors who desire a delightful place for rest and recreation and require school facilities for their sons and daughters commensurate with the facilities offered at home. Visitors to Martin County can rest assured that their youngsters will be given every care in our schools and will be extended the same advantages as resident pupils.

Martin County with its mild winters and good schools is an excellent place for the whole family to spend their winter vacation.

The 1936-37 school term in Martin County opens September 8th, 1936 and is designed for nine months. Pupils may enroll and leave the school system any time during the year.

Further details and information will be gladly furnished by the Superintendent.

Record Silver King



EDWARD TRAINER, Philadelphia winter visitor, landed the larg- tarpon ever caught in the United States when the mighty battler above struck his trolled spoon in the St. Lucie river.

This huge Silver King, more fully described in the tarpon section, page sixteen, battled for over one hour before being brought to gaff. The fish was captured from Capt. Robert Fulford's charter cruiser, and weighed 223 pounds.

HOTEL ST. LUCIE

ON THE RIVERFRONT **STUART, FLORIDA**

Year after year our guests return and bring their friends to enjoy this comfortable, homelike headquarters for fishermen. Dining room in connection. Rates: European plan, $1 up; American plan, $2 and up.

Write Mr. and Mrs. Herbert Dugan for Information

ARLE STUART—Martin County Agent

SUNRISE GROCERY

Invites you to come in and get acquainted. Make our store your shopping center for groceries, fresh meats, crisp vegetables.

T. C. KNOWLES, Mgr.

Hotel Carlton

All Outside Rooms

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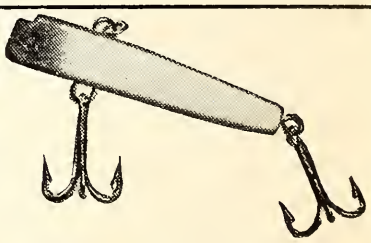
Mrs. Blanche Stringfellow, Manager

Stuart, Florida

THE WIGGLE DIVER



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Greatest Fishgetter of them all. Properly weighted for irresistible wiggle.

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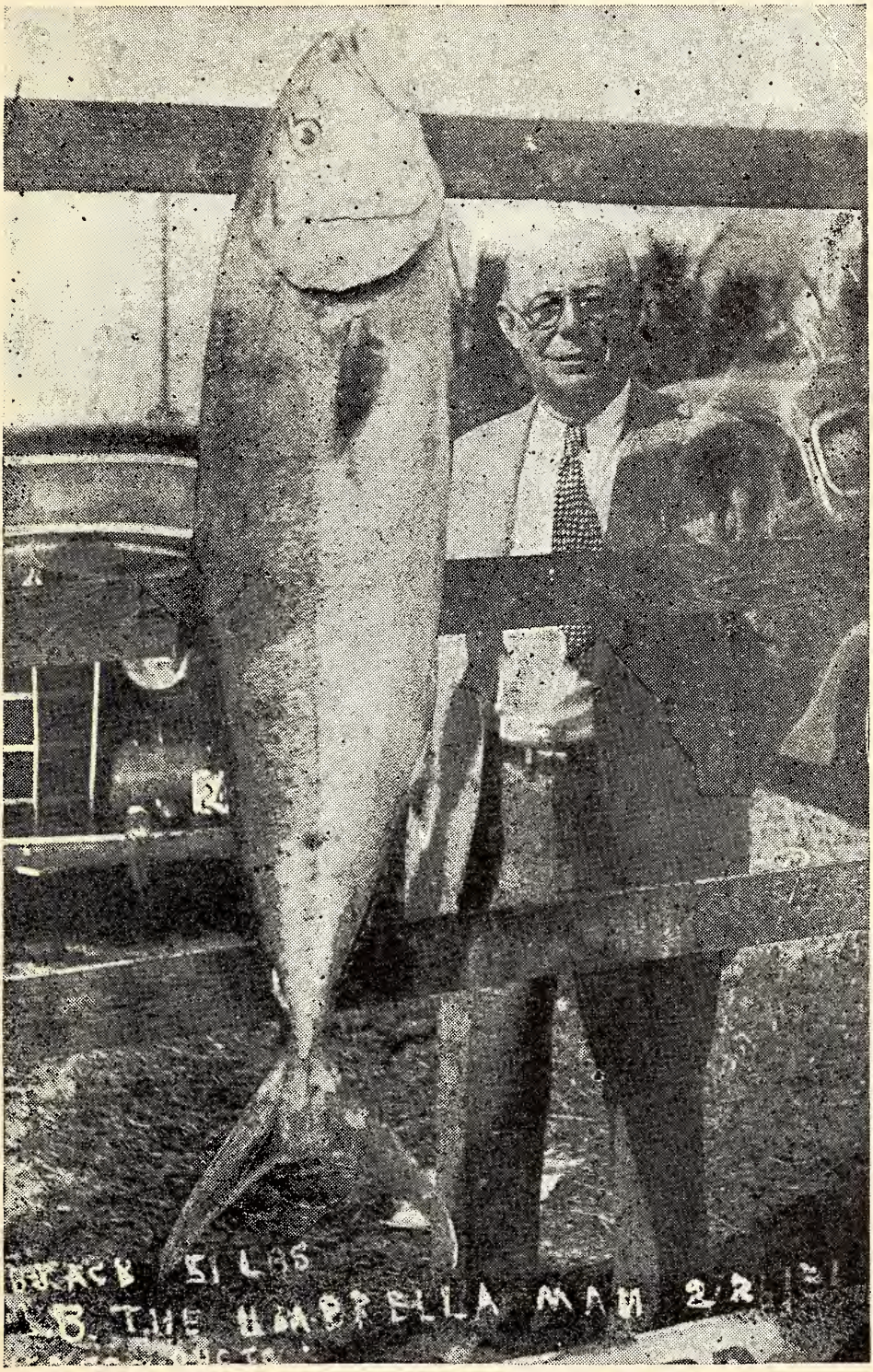
Docks—Boat Houses—Sea Walls

GENERAL CONTRACTOR

Refer to Sunrise Inn, Maloney Estate, V. C. Bartlett and J. Wesley Miller.

W. A. SMITH, P. O. BOX 254, STUART

A MIGHTY BATTLER OF THE GULF STREAM



John U. Burt of New York, Stuart winter visitor, wears the smile of victory as he stands proudly behind the 51-pound amberjack with which he won first prize in the amberjack division in 1936.—Photo by Coventry.

Date Due

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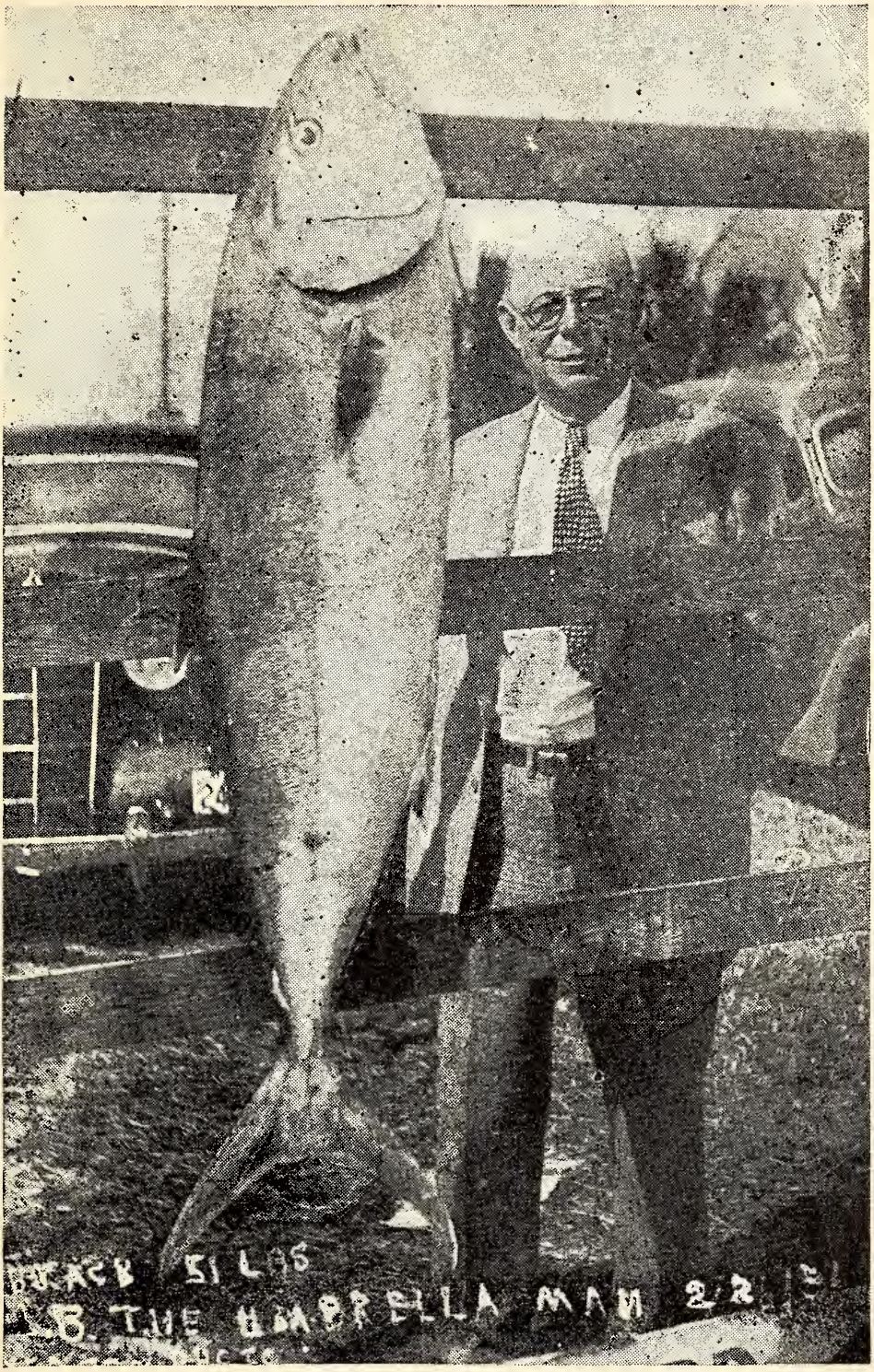
A MIGHTY BATTLER OF THE GULF STREAM



John U. Burt of New York, Stuart winter visitor, wears the smile of victory as he stands proudly behind the 51-pound amberjack with which he won first prize in the amberjack division in 1936.—Photo by Coventry.

WHERE TO GO and WHAT TO SEE

THE SINGING TOWER of Lake Wales, 100 miles from Stuart, Edward W. Bok's gift to America. Here, from Dec. 15 to April 15, under direction of Anton Brees, carrillonneur, recitals are given each week at 3 o'clock Sunday afternoon, and at noon Tuesdays, Thursdays and Saturdays.

VERO BEACH JUNGLE GARDENS, 26 miles, tropical beauty spot.

RINGLING ART MUSEUM, Sarasota, 180 miles, $25,000,000 collection of original paintings, largest in the world.

ROLLINS COLLEGE, Winter Park, 165 miles, site of famous Knowles chapel.

HIALEAH RACE TRACK, Coral Gables, 100 miles, marvellously landscaped.

EVERGLADES NATIONAL PARK, particularly Royal Palm Hammock, 150 miles.

EVERGLADES SECTION, 56 miles, America's Garden Basket, richest truck lands in the world; see new 50-mile levee around Lake Okeechobee; sugar mill at Clewiston.

SPICER NURSERY at Gomez, 8 miles, largest sans severia plantings in U. S.

BACKUS PLANTATION on South Fork, 7 miles, beautiful royal palm plantings, also extensive amarillis plantings on St. Lucie canal.

JUPITER ISLAND, 10 miles, Martin county's winter colony rivalling Palm Beach.

PORT MAYACA DEVELOPMENT, 35 miles, 5,000 acres citrus and truck on Okeechobee shore western edge Martin county.

RIVER TRIPS up North and South Forks of St. Lucie to tropic wonderland, home of otter and alligator.

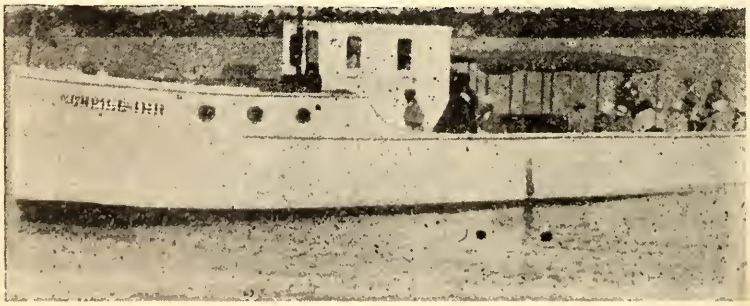
HISTORIC JUPITER LIGHT at Jupiter, 26 miles, and modern radio stations.

ST. LUCIE CANAL EAST LOCKS, 12 miles, where Okeechobee waters roar into St. Lucie river.

U. S. COAST GUARD STATION at Gilbert's Bar, 8 miles, and Jensen Beach, 5 miles.

EDENLAWN FERNERY, 6 miles, beauty spot at Eden on scenic Indian River Drive between Stuart and Fort Pierce.

INLET FISHING, 45-FOOT BOAT, TWIN ENGINES



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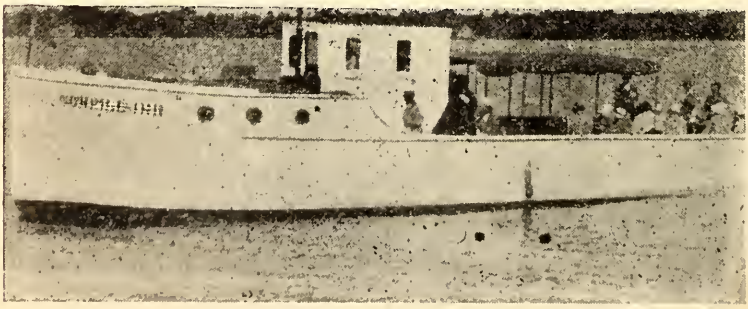
EDENLAWN FERNERY, 6 miles, beauty spot at Eden on scenic Indian River Drive between Stuart and Fort Pierce.

INLET FISHING, 45-FOOT BOAT, TWIN ENGINES



RATES
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Cold Drinks
Luncheon
Cigarettes
Lounge

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